

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N													
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-														
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11									
EVENING																																					
A DIFFERENT WORLD(R)																																					
THU	8.30P	30	NBC	4	A	17.6	35	1559	1675	304	263	116	723	335	507	407	270	183	469	227	352	287	187	92	208	128	276	176									
	209	99	CS	39	B	16.9	33	1495	1643	302	256	108	735	333	504	418	285	191	432	214	312	251	165	94	204	127	272	179									
					C	23.0	38	2036	1765	339	284	100	808	326	522	450	330	239	457	201	307	266	191	119	205	116	296	192									
ABC MONDAY NIGHT BASEBALL																																					
MON	8.00P	186	ABC	3	A	8.4	15	744	1440	185	138	58 ^A	539	136	246	239	227	256	773	206	359	361	326	359	45 ^A	20 ^V	83 ^A	45 ^A									
	206	97	SE	7	B	7.6	15	673	1466	199	144	47 ^A	556	140	230	232	219	283	787	224	381	368	334	347	44 ^A	17 ^A	79	45 ^A									
					C	7.9	15	699	1500	192	144	44 ^A	548	137	240	239	231	267	806	241	414	388	348	339	58	18 ^A	88	52									
N.Y. METS VS PHILADELPHIA																																					
LOS ANGELES VS SAN FRANCISCO																																					
	8.00 - 8.30				A	7.7	16	682	1389	164	113	32 ^A	583	101	209	212	253	335	679	152	252	278	270	371	45 ^A	26 ^A	82 ^A	53 ^A									
	8.30 - 9.00				A	8.6	17	762	1459	188	142	47 ^A	562	119	234	234	236	291	766	208	336	340	307	363	37 ^A	23 ^A	94	50 ^A									
	9.00 - 9.30				A	8.4	15	744	1425	187	145	59 ^A	536	142	248	240	211	249	768	207	366	363	328	346	49 ^A	17 ^V	73 ^A	34 ^A									
	9.30 - 10.00				A	8.3	14	735	1427	185	141	69 ^A	527	148	256	247	210	231	786	205	379	390	343	355	49 ^A	16 ^V	65 ^A	31 ^A									
	10.00 - 10.30				A	8.8	15	780	1486	198	154	69 ^A	527	159	274	255	220	218	834	237	420	410	363	363	42 ^A	18 ^V	83	43 ^A									
	10.30 - 11.00				A	8.6	15	762	1477	189	132	68 ^A	517	146	254	243	228	230	819	227	402	389	350	369	45 ^A	21 ^V	96	54 ^A									
	11.00 - 11.30				A	7.2	14	638	1538	224	162	57 ^A	604	152	284	272	285	273	763	240	403	390	324	308	62 ^A	22 ^V	109	69 ^A									
ABC SUNDAY NIGHT MOVIE(R)																																					
					A	10.7	20	948	1523	315	254	74	770	255	454	424	372	262	550	155	325	309	280	190	72	40 ^A	131	82									
SUN																																					
	9.00P	120	ABC	4	B	10.9	20	969	1636	307	251	69	740	258	464	428	360	226	631	240	417	383	298	170	112	52	153	99									
	211	99	FF	22	C	13.4	22	1190	1717	320	260	82	747	268	477	442	363	215	685	262	464	441	342	166	132	56	153	98									
OBSESSED WITH A MARRIED WOMAN																																					
	9.00 - 9.30				A	10.1	19	895	1578	296	242	69 ^A	762	237	445	413	378	267	585	169	342	327	291	205	73	43 ^A	157	99									
	9.30 - 10.00				A	10.1	18	895	1520	319	257	73	777	243	450	429	387	270	545	139	312	303	284	196	64 ^A	43 ^A	134	77									
	10.00 - 10.30				A	10.9	20	966	1472	320	258	76	752	253	449	420	365	252	529	143	314	297	276	183	75	38 ^A	116	74									
	10.30 - 11.00				A	11.9	22	1054	1499	316	252	76	773	277	462	424	355	257	533	164	324	305	265	175	76	37 ^A	118	75									
ABC THURSDAY NIGHT MOVIE(R)																																					
THU	8.00P	120	ABC	3	A	6.4	12	567	1453	284	198	44 ^A	810	166	318	332	378	424	527	118	237	254	253	251	52 ^A	26 ^V	65 ^A	40 ^A									
	200	98	FF	7	B	8.0	15	709	1499	287	197	55	833	167	336	355	422	421	519	139	247	245	249	230	56	29 ^A	92	61									
					C	8.9	16	787	1538	289	211	67	815	204	387	385	401	361	516	168	289	278	241	191	88	46	119	82									
KING OF THE GYPSIES																																					
	8.00 - 8.30				A	6.3	13	558	1439	286	205	53 ^A	815	173	318	320	369	434	513	113 ^A	220	222	239	267	40 ^A	21 ^V	71 ^A	41 ^A									
	8.30 - 9.00				A	6.1	12	540	1427	265	171	43 ^A	832	152	293	318	381	471	509	100 ^A	213	227	237	263	48 ^A	23 ^V	39 ^A	22 ^V									
	9.00 - 9.30				A	6.7	13	594	1460	285	202	43 ^A	789	173	320	336	375	397	538	136	262	276	257	237	57 ^A	26 ^V	76 ^A	48 ^A									
	9.30 - 10.00				A	6.6	12	585	1462	295	211	36 ^A	794	163	333	348	382	393	536	118	248	282	272	236	61 ^A	33 ^A	70 ^A	47 ^A									
ALF(R)																																					
MON	8.00P	30	NBC	5	A	13.8	27	1223	1762	332	281	82	738	340	512	404	289	196	439	227	348	305	171	69	195	129	390	249									
	206	99	CS	41	B	12.6	25	1113	1729	297	251	98	699	330	490	394	265	176	500	259	395	324	202	76	173	105	357	224									
					C	17.2	28	1526	1879	307	260	99	721	312	500	434	298	180	511	247	394	336	219	91	222	108	425	275									
AMEN(R)																																					
SAT	9.30P	30	NBC	5	A	14.5	30	1285	1586	296	222	88	834	249	442	414	379	334	413	119	218	217	203	159	116	77	222	171									
	203	98	CS	39	B	14.0	30	1239	1589	282	212	78	834	249	432	385	352	353	426	124	224	206	196	172	127	75	202	147									
					C	16.7	31	1478	1699	312	231	70	861	243	429	403	377	374	469	147	247	229	210	189	151	93	218	153									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG.	SH	AVG.	TOTAL WORKING	LOH		W O M E N					M E N					T E E N S		C H I L D R E N										
					AUD.		AUD.				PERS	WOMEN	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-						
EVENING CONT'D																																	
AMERICA'S MOST WANTED					A	6.7	14	594	1825	349	338	98A	719	364	571	422	299	130	712	373	560	454	276	116	166	92A	228	161					
SUN 8.00P 30 FOX 5					B	6.5	14	572	1711	323	286	110	687	327	507	400	277	151	692	350	546	450	292	108	139	73	192	121					
130 87 OP 17					C	6.3	12	561	1750	349	304	110	712	330	526	427	303	150	672	327	531	452	300	102	174	87	192	110					
BEST OF TV BLOOPERS-JOKES(R)					A	7.7	17	682	1534	242	194	78A	757	208	409	397	363	286	490	137	263	281	266	172	130	58A	158	103					
FRI 8.00P 60 NBC 4					B	7.8	17	687	1564	241	185	73	717	206	382	363	351	279	555	198	326	300	265	180	136	66	156	107					
197 96 CV 10					C	8.2	18	728	1574	235	184	65	727	216	385	361	339	288	538	190	317	283	244	183	135	73	173	119					
8.00 - 8.30					A	7.5	17	665	1561	241	199	82A	785	220	428	411	361	298	477	142	256	270	246	167	136	64A	163	110					
8.30 - 9.00					A	7.9	18	700	1509	242	189	73A	731	197	391	384	364	274	502	132	270	291	286	177	124	52A	152	96					
BILL COSBY SHOW(R)					A	17.6	36	1559	1674	304	262	90	753	310	479	390	274	242	482	227	341	276	178	115	187	112	252	153					
THU 8.00P 30 NBC 5					B	16.5	34	1460	1637	300	256	94	753	306	481	408	296	237	456	210	307	253	178	119	178	108	249	161					
213 99 CS 45					C	24.8	42	2194	1767	327	268	89	825	298	491	433	343	286	481	187	298	266	208	150	177	99	284	183					
BLACKIE'S MAGIC(R)					A	6.9	14	611	1653	234	168	76A	720	154	376	395	405	286	597	148	314	331	324	227	152	47A	185	114					
FRI 9.00P 60 NBC 1					B	6.9	14	611	1653	234	168	76A	720	154	376	395	405	286	597	148	314	331	324	227	152	47A	185	114					
194 96 SM 1					C	6.9	14	611	1653	234	168	76A	720	154	376	395	405	286	597	148	314	331	324	227	152	47A	185	114					
9.00 - 9.30					A	6.6	14	585	1606	233	164	81A	715	150	366	388	401	287	574	141	290	313	304	223	142	46A	175	101A					
9.30 - 10.00					A	7.2	15	638	1696	236	171	71A	724	158	386	402	410	284	618	155	337	348	341	231	161	47A	194	127					
BLUE SKIES					A	9.8	19	868	1483	289	215	62A	870	241	431	418	392	368	394	94	181	177	175	192	80	57A	139	79					
MON 8.00P 60 CBS 5					B	9.1	18	803	1508	301	222	72	864	222	415	403	395	390	433	118	210	193	199	191	80	54	131	84					
208 98 GD 7					C	9.3	18	823	1518	299	224	70	874	225	418	406	396	393	435	110	203	192	204	201	80	53	129	77					
8.00 - 8.30					A	9.4	18	833	1475	283	214	56A	887	241	427	416	390	390	411	87	177	182	189	210	64A	44A	113	64A					
8.30 - 9.00					A	10.3	19	913	1476	292	214	66A	846	240	431	415	390	345	375	99	182	172	161	173	94	68A	161	93					
CAGNEY & LACEY(R)					A	7.5	15	665	1433	234	138	70A	753	185	331	350	352	344	474	134	255	237	214	189	96	44A	110	73A					
THU 10.00P 60 CBS 4					B	7.5	14	665	1470	278	201	68	802	222	402	390	370	333	479	145	253	249	212	186	79	39A	110	69					
201 94 OP 4					C	7.5	14	665	1470	278	201	68	802	222	402	390	370	333	479	145	253	249	212	186	79	39A	110	69					
10.00 - 10.30					A	7.3	14	647	1448	240	138	78A	752	182	341	369	368	325	477	136	264	241	215	184	104	48A	115	72A					
10.30 - 11.00					A	7.7	15	682	1419	229	137	62A	754	187	321	332	336	361	471	131	246	234	214	194	88A	40A	106	75A					
CBS FRIDAY MOVIE(R)					A	6.7	14	594	1456	324	206	62A	838	222	418	456	437	317	413	109	196	212	210	164	68A	30A	137	110					
FRI 9.00P 120 CBS 5					B	8.2	17	727	1512	282	189	64	808	185	360	377	405	379	534	133	256	267	272	233	54	25A	115	75					
203 97 FF 8					C	8.9	18	789	1566	276	198	67	791	207	384	388	387	341	527	153	273	271	258	211	89	44	160	108					
MILES TO GO					A	6.0	13	532	1467	307	209	59A	824	201	411	438	419	324	461	96A	205	248	247	193	47A	23V	135	99A					
9.00 - 9.30					A	6.8	14	602	1460	331	206	70A	832	217	412	448	443	318	411	120	196	200	201	172	68A	25V	149	115					
9.30 - 10.00					A	6.8	14	602	1449	326	203	58A	823	222	409	451	429	304	399	113	207	205	204	150	79A	34A	147	121					
10.00 - 10.30					A	7.3	15	647	1431	324	205	59A	858	239	432	476	446	316	381	106	177	198	192	143	75A	35A	118	103					
10.30 - 11.00																																	
CBS SUMMER PLAYHOUSE					A	6.5	12	576	1373	247	167	53A	772	167	342	330	362	385	447	123	242	255	225	168	63A	24V	91A	53A					
TUE 8.00P 60 CBS 5					B	6.2	12	546	1453	271	202	68	783	225	381	354	339	350	442	141	245	242	211	161	78	44A	150	91					
196 92 FV 6					C	6.4	12	567	1463	270	198	65	777	215	368	348	342	355	456	142	251	247	218	167	78	44A	153	90					
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE II

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JUL. 25-31, 1988

[illegible]

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN								
									PERS (2+)		18+	49	18-49 W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-								
														TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
EQUALIZER(R)										A	9.7	18	859	1548	286	209	51^	817	178	390	390	394	358	561	149	269	263	257	235	73^	52^	97	57
WED 9.00P 60 CBS 4										B	9.6	18	846	1573	283	213	66	801	201	403	386	376	340	568	173	295	278	241	225	87	47	117	74
205 99 PD 5										C	9.9	18	879	1560	289	218	65	793	198	405	392	382	331	572	167	294	287	254	228	82	44	112	69
9.00 - 9.30										A	9.3	18	824	1547	274	202	52^	805	185	386	377	371	357	556	141	262	252	244	75^	55^	110	65^	
9.30 - 10.00										A	10.1	19	895	1549	297	215	50^	828	173	394	402	415	358	565	157	276	272	262	226	72	49^	85	50^
FACTS OF LIFE(R)										A	8.3	20	735	1568	266	205	89	764	235	401	389	315	306	391	139	228	205	177	135	152	100	261	187
SAT 8.00P 30 NBC 5										B	9.5	23	840	1557	285	225	78	805	267	436	364	308	330	392	134	226	194	169	141	153	100	261	187
206 96 CS 41										C	13.0	25	1154	1681	298	234	76	822	263	435	376	317	344	436	153	250	225	187	155	171	111	253	170
FAMILY TIES(R)										A	6.4	14	567	1560	367	317	68^	734	285	472	383	314	222	518	279	369	321	190	103^	131	72^	177	116
SUN 7.00P 30 NBC 5										B	8.5	18	751	1623	318	270	73	714	310	487	376	286	189	493	248	369	299	198	96	181	109	234	161
207 99 CS 45										C	15.6	25	1378	1844	361	311	97	779	356	547	457	311	190	563	275	419	356	234	107	209	119	292	196
48 HOURS										A	8.5	17	753	1512	232	162	53^	773	185	363	367	388	335	546	147	287	310	289	199	53^	27^	141	87
THU 8.00P 60 CBS 4										B	7.7	15	682	1553	263	188	58	776	188	373	372	373	339	577	157	302	314	289	220	73	37^	127	76
209 99 DN 17										C	8.8	16	780	1535	261	183	59	763	171	343	358	370	355	600	150	301	311	303	248	68	27^	104	58
TIME & PUNISHMENT										A	8.0	16	709	1517	225	154	57^	788	185	358	358	388	356	535	144	275	289	271	205	53^	28^	141	91
8.00 - 8.30																																	
8.30 - 9.00										A	8.9	18	789	1525	241	171	49^	768	186	372	379	392	319	561	150	300	332	308	195	53^	26^	143	84
FRANK'S PLACE(R)										A	4.5	10	399	1520	265	184	19^	782	211	358	342	326	367	590	179	316	321	279	211	59^	33^	88^	65^
SAT 8.30P 30 CBS 3										B	4.9	11	437	1455	277	213	56^	772	215	388	363	342	341	543	151	295	300	266	209	55^	28^	84	56^
204 95 CS 3										C	4.9	11	437	1455	277	213	56^	772	215	388	363	342	341	543	151	295	300	266	209	55^	28^	84	56^
FULL HOUSE(R)										A	9.8	22	868	1563	269	205	102	745	276	437	372	298	264	385	163	238	201	146	122	142	95	291	199
FRI 8.30P 30 ABC 5										B	9.6	21	851	1611	263	205	85	752	257	426	360	302	284	403	160	252	216	164	122	160	96	296	204
201 96 CS 22										C	10.5	20	930	1655	273	215	94	762	266	433	390	304	286	409	164	257	235	173	122	163	102	321	211
FULL HOUSE-TUE.(R)										A	13.4	25	1187	1673	372	317	134	772	410	556	422	249	175	366	180	271	224	149	82	209	131	326	209
TUE 8.30P 30 ABC 2										B	12.0	22	1063	1650	349	298	119	758	375	536	412	267	181	394	193	289	239	156	84	208	133	290	192
214 98 CS 2										C	12.0	22	1063	1650	349	298	119	758	375	536	412	267	181	394	193	289	239	156	84	208	133	290	192
FUNNY PEOPLE										A	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
WED 9.00P 60 NBC 1										B	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
199 98 CV 1										C	10.6	20	939	1587	282	243	88	715	248	449	406	313	234	543	204	373	377	276	116	152	60^	177	125
9.00 - 9.30										A	10.4	20	921	1589	285	249	80	729	241	449	399	321	251	535	198	362	383	276	114	150	60^	175	122
9.30 - 10.00										A	10.8	20	957	1584	279	237	95	701	254	449	413	306	217	551	211	384	370	275	118	154	60^	178	128
GARRY SHANDLING SHOW(R)										A	5.4	10	478	1789	315	291	102^	686	349	523	389	260	131^	627	346	536	401	253	72^	166	77^	310	244
SUN 9.00P 30 FOX 5										B	4.3	8	379	1686	287	256	110	664	331	475	359	244	160	589	338	491	349	213	83^	164	72^	270	192
126 87 CS 22										C	4.3	7	382	1673	281	250	94	634	330	470	363	225	139	594	339	490	362	220	80	194	95	252	178
GOLDEN GIRLS(R)										A	17.1	37	1515	1588	311	234	75	850	242	419	401	371	375	423	126	214	215	188	176	103	65	212	156
SAT 9.00P 30 NBC 5										B	16.1	35	1428	1572	291	217	69	845	239	412	372	350	383	415	116	202	191	184	184	117	72	194	142
207 98 CS 45										C	20.3	37	1800	1689	309	226	69	880	239	415	390	372	408	464	137	236	224	206	197	134	84	210	146

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JUL. 25-31, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN				
									PERS	WOMEN	18-49	18- 18- 25- 35-				18- 18- 25- 35-				TOT.	FEM.	TOT.	TOT.						
									(2+)	18+	49	<3	W/CH	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	6-				
#STNS	CVG%	TYPE			%	%	0,000					TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																													
GROWING PAINS(R)						A	12.5	25	1108	1581	310	256	112	736	338	491	410	278	198	392	193	275	243	148	91	153	76	301	189
WED 8.00P 30 ABC 5						B	12.2	24	1084	1603	294	251	97	724	350	499	397	257	183	423	227	301	241	147	88	178	111	278	190
209 98 CS 21						C	14.7	27	1305	1655	302	256	100	717	335	495	406	269	184	436	221	317	265	167	90	213	122	289	190
HEAD OF THE CLASS(R)						A	11.3	22	1001	1523	329	281	107	704	365	503	395	247	164	384	216	299	244	132	71	153	80	282	177
WED 8.30P 30 ABC 4						B	11.6	22	1026	1610	323	277	97	711	353	507	410	261	164	426	234	318	260	148	80	188	116	285	199
208 99 CS 39						C	15.5	26	1371	1697	320	272	105	724	340	502	426	276	181	466	233	347	298	186	90	215	118	292	193
HOGAN FAMILY(R)						A	13.7	25	1214	1667	328	276	86	727	341	511	405	279	186	382	194	292	251	149	72	188	119	370	249
MON 8.30P 30 NBC 4						B	11.9	23	1057	1689	302	260	97	707	340	510	400	266	167	443	232	352	284	174	68	191	118	349	222
202 99 CS 7						C	12.5	24	1111	1687	302	261	99	704	334	505	397	267	168	437	233	342	273	164	72	195	114	351	232
HOOPERMAN(R)						A	8.7	17	771	1492	342	277	97	770	354	499	412	305	219	395	182	277	242	163	106	95	47^	232	132
WED 9.00P 30 ABC 4						B	10.2	19	899	1548	305	257	109	745	329	502	427	299	203	445	210	307	268	181	106	136	74	222	144
206 97 OP 36						C	13.9	23	1229	1635	315	258	101	750	302	483	439	327	218	520	218	354	319	237	131	158	83	206	133
HOTEL(R)						A	4.7	10	416	1517	284	212	84^	804	222	398	375	354	376	475	137^	253	252	227	187	53^	38^	185	109^
SAT 10.00P 60 ABC 4						B	5.4	12	478	1439	298	201	71	805	234	393	375	353	343	448	158	257	241	206	155	49^	32^	137	95
10.00 - 10.30 97 GD 5						C	5.4	12	477	1448	302	201	71	813	227	391	381	363	354	450	158	258	241	205	155	53^	36^	132	91
						A	4.5	10	399	1539	282	214	90^	813	212	399	382	368	384	471	129^	244	261	228	180	58^	40^	197	115^
10.30 - 11.00						A	4.9	11	434	1496	287	210	78^	797	230	396	368	341	368	479	144^	262	244	226	194	48^	36^	173	104^
HOTHOUSE						A	5.8	11	514	1451	311	217	67^	823	221	414	389	396	336	458	132	249	244	208	180	75^	42^	94^	63^
THU 10.00P 60 ABC 4						B	6.4	12	563	1493	292	204	64	828	207	394	415	435	348	485	146	255	251	229	197	75	39^	106	71
207 98 GD 4						C	6.4	12	563	1493	292	204	64	828	207	394	415	435	348	485	146	255	251	229	197	75	39^	106	71
10.00 - 10.30						A	5.5	10	487	1426	295	201	63^	794	198	377	358	388	345	464	137	245	238	207	187	77^	41^	92^	61^
10.30 - 11.00						A	6.1	12	540	1473	325	231	69^	849	241	447	417	403	328	454	127	252	249	209	173	73^	43^	96^	65^
HUNTER(R)						A	15.6	34	1382	1638	307	228	71	789	213	390	376	373	334	537	136	266	265	269	233	141	78	171	124
SAT 10.00P 60 NBC 5						B	14.7	31	1306	1624	285	215	72	783	217	401	378	368	330	558	151	289	284	279	224	125	62	158	110
207 99 OP 21						C	14.5	29	1286	1652	293	220	69	799	222	422	395	383	324	545	154	287	278	277	217	140	79	167	116
10.00 - 10.30						A	15.3	33	1356	1632	310	230	74	801	221	395	378	373	342	525	136	264	262	262	223	136	78	168	121
10.30 - 11.00						A	15.9	34	1409	1645	304	226	68	777	206	386	374	373	326	548	136	267	267	276	242	146	77	174	127
I MARRIED DORA(R)						A	9.6	20	851	1594	280	231	93	778	281	449	365	296	294	405	169	270	238	170	112	152	95	259	181
FRI 9.30P 30 ABC 5						B	9.6	20	851	1565	284	222	96	782	272	428	361	304	312	400	147	241	218	170	134	130	86	252	173
193 94 CS 10						C	9.1	18	810	1565	275	211	95	770	258	417	362	305	312	418	159	250	227	174	139	127	87	250	166
IN THE HEAT OF THE NIGHT(R)						A	13.5	24	1196	1596	285	202	63	797	192	407	401	417	321	593	152	320	316	330	226	91	46^	114	67
TUE 9.00P 120 NBC 1						B	13.5	24	1196	1596	285	202	63	797	192	407	401	417	321	593	152	320	316	330	226	91	46^	114	67
200 98 OP 7						C	15.8	26	1398	1628	273	191	58	820	171	383	400	440	362	629	140	304	307	348	275	84	37	96	58
9.00 - 9.30						A	12.1	22	1072	1569	295	207	58^	816	192	415	412	419	330	563	123	283	290	322	232	76	36^	115	70
9.30 - 10.00						A	13.1	23	1161	1617	277	193	64	804	190	407	404	420	325	592	142	309	314	333	233	91	45^	130	73
10.00 - 10.30						A	14.0	25	1240	1614	288	207	70	793	197	406	393	412	321	613	167	345	332	339	222	92	48^	116	65
10.30 - 11.00						A	14.6	27	1294	1603	285	204	61	791	191	407	404	423	315	609	171	343	330	329	220	102	54	100	61

A= CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET #STNS	CVG% TYPE		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN			
										PERS	WOMEN	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																													
JAKE AND THE FATMAN(R)					A	10.2	20	904	1542	264	173	60^	859	157	335	336	394	470	523	92	178	193	256	290	62^	24^	97	50^	
WED 8.00P 60 CBS 5					B	9.5	19	842	1527	265	182	58	842	144	338	352	402	443	526	108	214	215	245	267	60	22^	100	61	
204 99 OP 8					C	9.7	19	858	1521	268	189	56	833	149	345	358	403	426	525	107	216	224	252	265	63	27^	100	63	
8.00 - 8.30					A	9.7	19	859	1539	272	179	64^	862	159	335	337	396	472	512	87	171	188	253	284	65^	25^	101	51^	
8.30 - 9.00					A	10.6	20	939	1559	260	170	57^	865	157	339	337	395	472	538	96	187	199	261	298	60^	24^	96	49^	
KATE & ALLIE(R)					A	5.8	14	514	1498	304	207	39^	815	212	355	332	335	397	539	158	250	263	224	232	45^	19^	99^	65^	
SAT 8.00P 30 CBS 3					B	6.1	14	538	1457	291	210	57^	807	223	380	343	334	374	491	143	234	233	209	218	52^	27^	107	66	
204 95 CS 3					C	6.1	14	538	1457	291	210	57^	807	223	380	343	334	374	491	143	234	233	209	218	52^	27^	107	66	
L.A. LAW(R)					A	15.3	30	1356	1537	326	266	94	774	303	484	432	332	239	530	240	361	308	216	138	125	74	109	60	
THU 10.00P 60 NBC 4					B	15.2	29	1347	1524	337	273	85	757	293	485	432	339	225	528	229	361	314	226	141	117	59	122	76	
212 99 GD 37					C	17.4	30	1545	1555	335	271	100	779	295	505	469	360	225	580	230	387	358	269	157	102	56	94	52	
10.00 - 10.30					A	15.2	29	1347	1533	316	263	98	766	313	493	426	321	227	522	247	365	306	208	128	131	79	115	63	
10.30 - 11.00					A	15.5	31	1373	1532	333	267	90	776	292	472	435	341	248	535	232	356	308	222	146	118	69	102	57	
MACGYVER(R)					A	7.8	15	691	1712	238	205	58^	649	259	433	366	287	181	636	234	433	403	322	166	97	54^	330	251	
SUN 8.00P 60 ABC 5					B	6.7	14	594	1747	251	211	59	659	238	416	368	297	208	633	216	416	394	329	174	131	57	324	223	
214 99 A 9					C	7.1	14	630	1750	260	217	66	675	237	426	374	313	213	652	234	438	409	335	167	136	56	288	191	
8.00 - 8.30					A	6.9	14	611	1709	234	204	54^	647	252	433	369	289	182	614	218	406	387	316	168	107	69^	341	260	
8.30 - 9.00					A	8.7	16	771	1715	240	205	61^	650	265	433	364	285	180	654	247	454	415	327	164	90	42^	322	245	
MARRIED...WITH CHILDREN(R)					A	6.4	12	567	1945	404	382	109^	790	441	637	503	297	113	698	401	584	441	261	82^	169	85^	288	208	
SUN 8.30P 30 FOX 5					B	5.9	12	521	1787	344	308	110	710	389	553	420	256	129	683	389	566	437	261	80	155	73	239	151	
128 88 CS 41					C	5.0	8	444	1862	330	294	107	691	372	537	420	254	123	685	396	575	452	259	78	211	96	275	179	
MATLOCK(R)					A	11.4	22	1010	1564	259	180	39^	861	153	341	350	390	458	557	96	229	220	272	289	52^	28^	94	45^	
TUE 8.00P 60 NBC 4					B	11.6	22	1028	1558	255	179	60	858	170	350	355	398	443	513	99	207	205	239	270	74	38	113	68	
205 99 GD 40					C	16.0	26	1417	1616	257	170	49	883	134	322	352	436	491	576	97	220	230	286	313	67	34	90	53	
8.00 - 8.30					A	10.9	21	966	1538	250	173	35^	850	149	326	332	374	466	550	90	220	207	263	292	51^	28^	86	44^	
8.30 - 9.00					A	11.9	22	1054	1587	267	186	44^	871	157	356	366	403	450	563	101	237	231	280	285	54^	28^	100	47^	
MIAMI VICE(R)					A	9.9	20	877	1573	246	188	63^	698	213	415	393	340	226	597	243	388	367	275	165	136	50^	142	93	
FRI 10.00P 60 NBC 4					B	9.9	20	875	1622	273	221	71	689	236	443	398	329	201	611	246	424	382	296	147	143	57	179	123	
203 99 OP 17					C	11.3	22	1002	1641	282	238	87	697	265	478	426	332	176	617	257	433	382	290	146	150	65	178	117	
10.00 - 10.30					A	9.0	18	797	1582	235	179	60^	699	206	408	377	343	241	606	240	393	362	282	175	139	50^	137	86	
10.30 - 11.00					A	10.7	22	948	1580	257	197	67^	703	220	426	410	340	217	594	247	388	374	271	159	135	51^	148	99	
MISS TEEN USA(S)					A	15.1	26	1338	1651	283	218	86	783	302	461	378	288	276	409	178	257	214	143	131	177	115	282	202	
MON 9.00P 120 CBS																													
212 99 AC																													
9.00 - 9.30					A	12.5	22	1108	1583	284	217	75	772	285	453	374	292	273	384	166	235	193	126	131	154	95	273	189	
9.30 - 10.00					A	14.4	24	1276	1641	273	206	85	781	300	453	368	282	280	401	177	247	215	135	130	171	111	288	201	
10.00 - 10.30					A	16.3	28	1444	1673	284	219	91	778	310	462	378	282	271	420	187	268	225	150	130	191	124	284	204	
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
								(2+)	18+		49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR #STNS	NET CYG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
									PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
									(2+)		18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																														
NIGHT COURT(R)-CONT'D																														
THU	9.30P	30	NBC	4	B	17.0	31	1508	1605	323	276	114	725	331	512	433	289	176	524	248	393	338	220	103	166	86	189	126		
	207	99	CS	12	C	18.3	32	1621	1590	323	274	111	733	325	509	444	299	185	522	242	378	332	219	113	159	86	176	113		
OHARA(R)																														
SAT	9.00P	60	ABC	4	A	6.0	13	532	1601	282	202	58^	772	184	332	337	350	381	620	135	292	324	333	266	53^	28^	157	98^		
	193	97	OP	24	B	6.4	14	569	1604	273	200	58	772	181	355	350	372	353	625	174	324	305	307	255	66	25^	141	92		
	9.00 - 9.30				C	7.5	14	664	1656	279	205	57	782	165	376	386	410	347	629	154	329	328	333	252	81	34^	163	110		
	9.30 - 10.00				A	5.7	12	505	1629	271	195	63^	786	200	343	345	338	382	620	135	294	330	334	260	49^	27^	174	108^		
					A	6.4	13	567	1552	287	204	52^	747	168	318	324	355	374	610	133	285	314	326	267	56^	29^	139	87^		
PERFECT STRANGERS(R)																														
FRI	8.00P	30	ABC	5	A	8.2	19	727	1531	258	186	77^	758	215	396	358	330	316	431	134	235	220	209	158	121	76^	220	160		
	209	97	CS	22	B	9.1	21	806	1595	274	207	74	773	242	409	359	321	317	438	156	255	232	192	147	146	86	237	165		
					C	10.1	21	895	1618	274	210	87	778	252	415	383	318	314	441	163	261	242	199	144	135	82	263	170		
PRESIDENTIAL PORTRAIT																														
MON	10.01P	1	CBS	12	A	11.2	20	992	1553	276	194	68	753	231	392	361	332	303	484	163	272	256	220	178	126	74	190	128		
	210	99	DO	106	B	9.6	17	851	1541	302	230	76	804	246	433	407	364	316	495	168	281	271	224	175	96	56	146	93		
TUE	9.54P	1			C	12.5	20	1103	1573	311	234	72	820	238	432	416	384	330	542	175	306	293	260	197	94	46	117	72		
THU	9.58P	1																												
9.30 - 10.00																														
10.00 - 10.30																														
REPORTERS																														
SAT	8.00P	60	FOX	1	A	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15^	149^	68^		
	116	82	DN	1	B	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15^	149^	68^		
	8.00 - 8.30				C	3.4	8	301	1403	231	161^	64^	538	184^	296	297	285	176^	638	256	434	393	301	170^	78^	15^	149^	68^		
	8.30 - 9.00				A	3.7	9	328	1424	216	161^	77^	541	199	316	300	275	165^	646	276	445	389	294	168^	85^	18^	152^	73^		
					A	3.0	7	266	1425	258	166^	50^	553	171^	282	303	307	195^	651	241	434	410	321	180^	71^	11^	150^	64^		
ST. ELSEWHERE(R)																														
WED	10.00P	60	NBC	1	A	6.9	13	611	1447	285	247	83^	723	231	456	431	338	229	492	201	366	330	237	86^	115	62^	117	75^		
	204	99	GD	23	B	6.9	13	611	1447	285	247	83^	723	231	456	431	338	229	492	201	366	330	237	86^	115	62^	117	75^		
	10.00 - 10.30				C	13.3	23	1181	1496	330	264	112	835	298	521	502	405	252	505	202	336	312	233	138	80	49	76	42		
	10.30 - 11.00				A	6.9	13	611	1451	273	235	89^	716	231	442	422	320	238	492	190	368	331	248	90^	113	57^	130	76^		
					A	6.8	14	602	1464	302	263	79^	740	234	478	446	362	224	499	214	369	333	229	83^	119	68^	106	75^		
SIMON & SIMON(R)																														
THU	9.00P	60	CBS	4	A	8.0	15	709	1532	220	150	80^	754	179	344	343	367	348	503	147	276	259	253	193	100	38^	175	95		
	206	99	PD	23	B	7.4	14	656	1586	272	208	78	816	203	411	392	377	352	503	147	261	260	226	200	98	43^	169	102		
	9.00 - 9.30				C	11.5	18	1021	1620	280	203	68	821	200	403	398	398	359	559	161	294	295	273	217	99	46	140	86		
	9.30 - 10.00				A	7.7	15	682	1561	216	147	84^	753	182	350	338	359	348	521	152	292	267	267	198	102	39^	185	98		
					A	8.3	15	735	1505	225	153	77^	755	177	339	347	373	348	486	142	261	252	239	188	98	36^	165	93		
60 MINUTES																														
SUN	7.00P	60	CBS	5	A	14.1	31	1249	1542	228	158	23^	749	126	253	267	329	452	706	151	317	332	313	337	33^	17^	54	32^		
	213	99	DN	46	B	14.3	33	1267	1500	243	163	40	773	137	273	294	339	439	648	130	265	288	300	328	30	14^	49	29		
	7.00 - 7.30				C	19.0	34	1685	1549	276	186	41	772	146	296	314	351	415	690	159	314	329	330	321	38	16	50	27		
	CONT'D				A	13.6	30	1205	1539	223	155	22^	753	123	250	263	323	459	695	146	310	323	303	336	35^	18^	56	34^		

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				LOH 18-49 W/CH		W O M E N					M E N					T E E N S		CHILDREN							
								(2+)	18+		49	18-49	18-	49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
EVENING CONT'D																																	
60 MINUTES-CONT'D 7.30 - 8.00										A	14.6	31	1294	1545	232	162	24 ^A	746	128	256	270	335	445	717	156	324	340	322	338	31 ^A	15 ^A	52	29 ^A
SLAP MAXWELL(R)										A	6.9	13	611	1420	329	240	84 ^A	774	301	445	389	339	260	375	160	241	221	158	113	89 ^A	30 ^A	183	83 ^A
WED 9.30P 30 ABC 4										B	7.8	14	693	1482	294	242	107	761	315	488	425	321	228	446	204	299	263	187	116	104	52	171	104
206 97 CS 7										C	8.1	15	719	1478	293	239	103	737	301	479	423	319	214	474	216	325	292	204	116	109	54	158	96
SPENSER: FOR HIRE(R)										A	10.1	20	895	1518	309	213	86	790	256	412	370	357	322	516	188	288	270	229	192	75	27 ^A	137	90
WED 10.00P 60 ABC 4										B	9.6	18	848	1504	291	220	83	783	242	440	413	385	293	498	180	296	272	222	171	90	39	134	86
213 99 PD 5										C	9.7	19	859	1492	280	216	81	767	234	432	406	380	283	504	179	298	274	227	175	92	41	129	85
10.00 - 10.30										A	9.7	19	859	1520	310	218	92	817	282	431	381	353	326	496	185	281	264	218	180	66 ^A	24 ^A	141	88
10.30 - 11.00										A	10.4	21	921	1530	311	211	80	772	233	398	363	364	322	540	193	299	278	242	205	84	30 ^A	134	93
SPORTSBREAK-SAT										A	5.9	12	523	1700	265	205	69 ^A	677	219	399	361	289	242	749	270	508	511	359	191	88 ^A	23 ^V	186	78 ^A
SAT 9.58P 1 CBS 5										B	6.4	14	569	1590	280	208	85	717	221	384	359	332	294	653	236	407	407	305	203	83	27 ^A	137	77
207 98 SN 45										C	8.1	15	717	1686	294	225	77	767	226	413	402	361	297	666	218	396	398	325	215	108	43	145	89
SPORTSBREAK-SUN										A	12.1	22	1072	1542	314	202	57 ^A	866	177	374	414	448	403	536	141	256	264	254	234	60	29 ^A	80	56 ^A
SUN 9.58P 1 CBS 5										B	11.6	21	1030	1548	306	203	53	845	179	363	376	423	402	564	121	240	260	286	269	59	30 ^A	79	50
211 99 SN 45										C	16.1	26	1423	1643	335	238	59	866	218	434	434	435	361	608	152	305	311	318	252	80	38	88	55
SUPERCARRIER(R)										A	5.0	12	443	1706	231	198	37 ^V	721	234	387	362	320	269	666	201	364	388	332	227	68 ^A	30 ^V	251	164
SAT 8.00P 60 ABC 5										B	5.3	12	471	1595	261	202	51 ^A	674	177	356	364	335	254	679	217	393	400	344	221	78	24 ^A	163	104
200 97 A 5										C	5.3	12	471	1595	261	202	51 ^A	674	177	356	364	335	254	679	217	393	400	344	221	78	24 ^A	163	104
8.00 - 8.30										A	4.7	11	416	1715	234	195	28 ^V	740	233	383	365	332	281	661	188	343	364	329	246	69 ^A	27 ^V	245	162
8.30 - 9.00										A	5.2	12	461	1731	233	205	46 ^A	717	241	398	367	315	263	684	216	389	417	342	215	69 ^A	34 ^V	262	168
THIRTYSOMETHING(R)										A	9.2	17	815	1419	387	339	138	774	426	571	447	259	162	372	191	279	239	146	73 ^A	146	92	128	72 ^A
TUE 10.00P 60 ABC 3										B	9.3	17	824	1496	336	294	126	774	409	568	460	271	166	424	216	311	264	156	87	137	88	161	98
211 99 GD 33										C	12.4	22	1101	1529	358	319	144	807	444	633	533	288	139	471	255	377	335	185	67	125	76	126	72
10.00 - 10.30										A	8.8	16	780	1461	377	331	139	758	415	553	427	253	163	394	204	294	249	153	79 ^A	168	97	143	82
10.30 - 11.00										A	9.5	18	842	1396	400	350	138	797	441	594	470	267	163	356	181	267	233	142	69 ^A	128	89	115	64 ^A
TOUR OF DUTY(R)										A	5.5	12	487	1709	260	223	105 ^A	623	233	411	385	286	173	762	298	543	526	359	181	133	46 ^A	191	87 ^A
SAT 9.00P 60 CBS 4										B	6.6	14	583	1642	246	208	103	631	253	418	372	279	176	707	290	483	467	316	182	116	39 ^A	188	111
207 98 GD 18										C	7.9	15	698	1755	256	213	87	655	242	420	382	301	191	735	295	519	496	345	171	155	52	210	143
9.00 - 9.30										A	5.1	11	452	1649	243	209	104 ^A	606	214	384	364	282	187	736	279	520	506	344	182	131 ^A	47 ^A	176	92 ^A
9.30 - 10.00										A	5.9	12	523	1761	275	234	105 ^A	637	250	434	403	289	161	785	313	564	543	373	181	134	46 ^A	204	84 ^A
TRACEY ULLMAN SHOW(R)										A	4.9	9	434	1662	299	280	123 ^A	651	347	499	370	227	131 ^A	546	305	474	369	223	58 ^A	207	81 ^A	259	204
SUN 9.30P 30 FOX 4										B	4.3	8	377	1603	275	246	116	642	327	467	349	233	149	537	306	458	326	197	62 ^A	199	99	226	157
127 87 CS 4										C	4.3	8	377	1603	275	246	116	642	327	467	349	233	149	537	306	458	326	197	62 ^A	199	99	226	157
20 ANNIV OF CLOWN COLLEGE(S,R)										A	5.0	11	443	1608	237	164	53 ^A	759	186	327	305	330	384	512	141 ^A	245	247	236	223	54 ^A	35 ^V	282	180
FRI 8.00P 60 CBS																																	
205 98 GV																																	
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN									
									PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-				
EVENING CONT'D																																	
20 ANNIV OF CLOWN COLLEG-CONT'D										A	5.1	12	452	1564	253	174	60^	776	181	328	310	350	398	484	126^	229	229	231	216	62^	39^	242	166
8.00 - 8.30										A	4.8	11	425	1688	225	156	47^	757	196	332	306	316	377	553	159	268	272	245	235	48^	33^	331	198
8.30 - 9.00																																	
20/20										A	12.0	25	1063	1499	264	207	96	776	216	384	361	328	352	527	140	293	302	266	199	85	54^	112	78
FRI 10.00P 60 ABC 5										B	12.6	26	1116	1537	290	219	83	811	228	416	410	382	336	520	152	287	295	262	189	82	48	125	83
208 99 DN 43										C	12.4	23	1098	1581	295	216	82	805	224	424	428	396	316	583	170	332	345	295	197	83	42	110	71
10.00 - 10.30										A	12.1	25	1072	1511	266	214	92	775	226	394	367	323	341	509	144	297	297	253	183	99	61	129	91
10.30 - 11.00										A	11.8	24	1045	1499	265	201	101	783	208	377	357	336	366	550	137	293	310	281	218	71	47^	95	65
21 JUMP STREET(R)										A	4.9	11	434	1583	368	332	79^	757	342	577	440	354	159	496	254	387	305	216	88^	178	100^	152	109^
SUN 7.00P 60 FOX 5										B	5.0	11	439	1573	314	271	77	696	329	525	388	305	137	548	308	435	306	213	80	171	96	158	103
133 88 OP 46										C	5.4	10	479	1719	345	299	86	699	342	533	419	301	126	536	306	434	322	204	74	250	140	233	148
7.00 - 7.30										A	4.8	11	425	1572	354	322	81^	747	345	577	430	343	156	495	249	381	302	221	93^	159	93^	171	125^
7.30 - 8.00										A	5.0	11	443	1594	382	342	78^	768	338	577	450	365	162	496	259	393	309	210	84^	197	108^	134^	93^
227(R)										A	12.2	28	1081	1585	292	230	90	825	254	417	387	342	350	367	132	204	188	158	138	132	90	260	189
SAT 8.30P 30 NBC 5										B	11.7	27	1037	1562	292	224	80	825	268	431	369	322	346	372	125	205	178	160	143	146	94	219	151
205 97 CS 40										C	15.0	28	1328	1693	305	237	74	850	262	435	387	336	369	438	152	247	224	184	162	159	101	245	167
WEDNESDAY NIGHT SURPRISE(S,R)										A	8.5	17	753	1541	247	217	57^	700	205	380	326	305	284	519	178	335	339	264	139	152	63^	170	126
WED 8.00P 60 NBC										A	8.3	17	735	1492	231	201	52^	665	184	349	306	287	279	528	170	336	343	274	146	137	58^	162	115
203 96 CV										A	8.6	17	762	1605	265	234	63^	742	227	414	348	327	292	516	187	337	339	257	134	167	68^	180	137
8.00 - 8.30																																	
8.30 - 9.00																																	
WEREWOLF(R)										A	1.7	3	151	1576	317^	299^	68^	599	324^	480	378^	262^	89^	757	481	653	475	251^	83^	147^	34^	72^	34^
SUN 10.30P 30 FOX 5										B	1.4	3	124	1606	293	262^	57^	550	230^	398	346	280	110^	688	365	553	434	269^	116^	208^	96^	160^	88^
80 68 SM 13										C	1.5	3	134	1505	286	245	61^	562	221	392	343	273	134^	618	285	456	393	281	115^	183^	88^	142^	88^
WEST 57TH										A	6.5	14	576	1572	235	188	75^	762	264	422	389	299	285	672	250	437	441	301	189	52^	14^	87^	42^
SAT 10.00P 60 CBS 3										B	6.8	15	600	1568	270	199	77	749	229	399	397	350	295	661	206	397	412	335	213	65	23^	93	52^
207 99 DN 39										C	7.7	15	679	1581	290	224	72	760	222	409	412	366	287	646	205	391	399	322	201	77	31^	98	58
10.00 - 10.30										A	6.5	14	576	1610	238	192	83^	753	262	430	392	305	272	695	258	455	456	318	193	59^	14^	102^	54^
10.30 - 11.00										A	6.5	14	576	1534	232	184	68^	770	266	414	385	294	297	649	242	420	425	284	185	44^	15^	71^	30^
WHO'S THE BOSS?(R)										A	13.6	27	1205	1620	349	297	122	787	374	540	428	273	202	383	167	270	233	165	92	187	123	264	165
TUE 8.00P 30 ABC 4										B	13.1	25	1158	1634	312	264	103	743	334	501	397	275	201	451	224	320	259	174	99	174	117	265	170
218 99 CS 40										C	19.2	31	1700	1721	334	282	98	756	333	506	427	293	208	460	214	325	280	194	104	211	119	294	198
WISEGUY(R)										A	10.5	21	930	1569	271	207	80	777	203	431	410	396	285	567	195	343	315	272	174	110	60^	114	79
WED 10.00P 60 CBS 4										B	10.5	20	928	1593	282	218	73	756	232	435	408	367	264	600	227	377	346	275	175	112	48	125	83
207 99 OP 6										C	11.2	21	996	1602	275	213	74	768	237	440	405	365	274	614	221	371	351	291	194	98	41	122	80
10.00 - 10.30										A	10.2	19	904	1570	278	211	76	789	203	436	412	400	293	568	184	328	310	279	184	101	55^	112	77
10.30 - 11.00										A	10.8	22	957	1568	264	202	84	767	202	426	409	392	277	566	205	357	321	266	164	119	65^	117	81

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18-49		WOMEN					MEN					TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
											TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN		W O M E N						M E N						TOTAL		12-17	18-24					
									(2+)		18+	49	54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54			25-54				
LATE FRINGE																																	
ABC NEWS:NIGHTLINE										A	4.9	14	436	1346	252	176	172	72	704	183	328	311	383	334	62^	532	159	284	264	311	288	35^	26^
TUE-FRI 11.30P										B	4.8	14	428	1375	242	171	176	70	698	173	322	305	364	324	62	563	171	303	278	333	308	27^	24^
210 98 N 173										C	5.4	16	477	1391	252	181	188	67	714	182	354	336	394	356	64	575	181	323	298	355	329	25^	22^
ABC NEWS:NIGHTLINE-MON.										A	4.1	12	363	1456	249	174^	159^	80^	747	173^	303	285	330	277	80^	579	157^	274	238	293	280	51^	25^
MON 11.34P										B	4.8	15	425	1435	229	172	169	76^	660	172	321	306	353	314	114	618	204	359	310	366	341	57^	35^
212 98 N 7										C	4.0	14	353	1410	214	159	158	73^	635	163	312	290	334	296	99	632	213	372	333	389	355	43^	28^
11.30 - 12.00										A	4.3	13	381	1440	243	170	154^	82^	736	173	297	277	322	270	81^	573	153^	271	235	291	277	52^	25^
12.00 12.30										A	3.3	11	292	1372	260	178^	178^	51^	729	149^	307	307	350	299	61^	542	168^	259	229	271	260	29^	23^
ABC WEEKEND REPORT SAT.										A	1.7	5	151	1333	317^	196^	212^	65^	642	224^	329^	329^	394^	349^	47^	568	220^	415^	415^	436	389^	21^	46^
SAT 11.30P										B	1.7	5	147	1360	321	225^	230	78^	680	222^	357	345	416	358	75^	539	216^	350	335	375	329	28^	31^
139 75 N 44										C	2.0	6	175	1416	306	225	229	79^	712	200	387	366	430	388	76^	547	197	334	312	374	336	29^	42^
ABC WEEKEND REPORT-SUN.										A	1.9	10	168	1454	247^	162^	192^	45^	655	171^	328^	328^	406	378	72^	645	269^	455	455	493	424	4^	17^
SUN 11.30P										B	1.9	10	172	1435	234	177^	177^	90^	672	250	417	405	461	406	59^	624	251	447	425	463	423	11^	27^
149 81 N 44										C	2.1	9	189	1377	256	201	207	68^	658	199	375	352	424	382	71^	589	220	392	371	434	402	33^	27^
CBS LATE NIGHT I										A	3.5	13	312	1366	314	231	247	84^	688	213	399	373	448	415	90^	519	170	327	300	349	308	39^	35^
MON&TUE 11.30P										B	3.4	13	301	1458	316	238	248	93	718	220	420	391	452	414	109	544	212	351	320	366	314	53^	43^
168 83 FF 192										C	3.6	14	321	1381	282	215	221	83	729	216	405	379	431	393	82	521	188	328	307	353	311	33^	30^
WED 12.00M																																	
65																																	
THU 12.00M																																	
66																																	
FRI 11.30P																																	
73																																	
11.30 - 12.00										A	3.6	11	316	1346	332	240	247	82^	688	215	407	385	448	413	75^	493	168	311	291	330	299	26^	37^
12.00 - 12.30										A	3.6	13	319	1362	304	224	241	85^	683	216	398	372	450	415	92^	517	172	323	296	346	306	42^	32^
12.30 - 1.00										A	3.4	14	304	1362	306	228	251	81^	679	200	381	355	433	406	97^	536	167	340	310	364	316	45^	36^
1.00 - 1.30										A	3.3	16	295	1414	316	242	266	89^	697	221	403	368	446	423	111^	550	167	349	321	376	311	48^	48^
CBS LATE NIGHT II										A	2.5	13	219	1324	290	218	237	80^	642	236	401	380	457	424	127^	533	214	372	321	384	331	44^	36^
MON&TUE 12.34A										B	2.3	13	206	1415	293	225	234	96^	692	228	423	393	450	414	126	542	228	372	335	384	322	54^	47^
48 82 FF 218										C	2.4	14	211	1339	292	225	225	91^	702	233	421	392	441	399	90^	508	206	351	327	374	324	31^	34^
WED 12.35A																																	
52																																	
THU 12.36A																																	
50																																	
FRI 12.43A																																	
43																																	
12.30 - 1.00										A	2.5	12	225	1352	294	218	241	84^	665	243	409	386	468	433	111^	533	208	360	316	383	335	38^	40^
1.00 - 1.30										A	2.4	14	211	1315	291	222	236	78^	629	233	399	378	452	420	145^	542	223	389	331	391	332	50^	33^
CBS NEWS NIGHTWATCH-1										A	0.8	7	69	1081	143^	114^	116^	37^	546	128^	282^	255^	287^	278^	99^	467^	211^	371^	311^	314^	288^	14^	9^
M-THSU 2.00A										B	0.8	8	72	1170	232^	170^	183^	52^	629	193^	339^	329^	368	333^	71^	442	166^	300^	277^	289^	260^	29^	20^
45 51 N 202										C	0.9	9	78	1230	274^	199^	213^	61^	682	216^	379	357	407	378	67^	457	170^	301^	280^	333	299^	20^	19^
CBS NEWS NIGHTWATCH-2										A	0.7	9	66	1127	193^	134^	143^	30^	556	142^	297^	286^	315^	296^	106^	498^	209^	390^	356^	372^	300^	<<	10^
M-THSU 2.30A										B	0.9	10	76	1261	265^	174^	194^	77^	654	215^	368	337	376	348	108^	474	191^	332^	312^	345	278^	38^	38^
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

36 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN		W O M E N						M E N						TEEN'S MALE FEM.								
											18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17					
LATE FRINGE CONT'D										A	11.7	27	771	1537	315	258	253	121	713	300	499	471	519	461	127	481	275	373	346	375	326	89	70A
M. JACKSON AROUND-WORLD(S)										A	9.7	27	859	1530	331	272	263	128	730	297	492	468	518	450	111	477	247	347	325	359	315	80	56A
SAT 11.30P 84 NBC										A	8.5	27	753	1524	312	256	254	116	713	305	501	473	522	467	131	466	275	366	337	366	315	90	73A
204 99 GV										A	7.9	29	700	1528	286	234	232	115	670	292	493	462	503	458	142	496	312	414	382	403	349	102	84A
11.30 - 12.00										A	6.1	20	544	1402	259	192	188	85	679	178	367	346	390	351	116	524	198	322	299	337	287	78	48A
12.00 - 12.30										B	5.6	19	495	1404	252	188	187	98	667	195	378	346	391	354	127	515	212	331	302	335	281	84	55
12.30 - 1.00										A	6.0	20	534	1401	272	210	206	91	725	223	411	380	428	387	101	539	214	348	322	358	307	45A	35A
TONIGHT SHOW										A	6.8	19	599	1428	260	191	190	85	690	181	376	358	404	360	106	550	201	337	318	358	308	73	44A
MON-FRI 11.30P 60 NBC 24										A	5.5	20	487	1376	257	194	186	86	668	174	356	332	374	340	129	493	196	306	278	313	262	84	53A
201 99 GV 215																																	
11.30 - 12.00																																	
12.00 - 12.30																																	

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET #STNS	CVG% TYPE		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
										18 49	18-	49	15-	18	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.			
										W/CH	18-	49	15-	18	18-	25-	25-	35-	12-	12-	15-	2-	2-	2-	6-					
MONDAY-FRIDAY DAYTIME CONT'D																														
PRICE IS RIGHT 2 MON-FRI 11.30A 210	30	CBS	25	AP	221	A	6.7	27	594	54^	105	78	76	643	125	224	171	210	244	381	358	191	56^	77	39^	113	106	69	151	
						B	7.0	27	624	58	130	98	88	649	144	261	198	237	265	349	360	175	57	70	44	112	101	57	156	
						C	6.5	27	577	61	140	100	74	719	164	290	227	268	286	389	423	223	27^	30^	23^	72	71	71	71	
RYAN'S HOPE MON-FRI 12.00N 160	30	ABC	25	DD	218	A	2.2	8	191	103^	188	171^	163^	768	376	505	395	429	274	228	245	80^	37^	86^	65^	94^	118^	96^	116^	
						B	2.3	8	202	125^	212	192	156	768	373	526	420	453	290	210	273	72^	35^	88^	65^	83^	119^	90^	112^	
						C	2.7	10	238	143	239	217	131	818	395	574	471	510	315	206	264	54^	21^	55^	38^	77^	67^	86^	58^	
SALE OF THE CENTURY MON-FRI 10.00A 148	30	NBC	24	QG	215	A	3.0	13	269	62^	131	87^	65^	747	117^	227	185	252	296	453	279	130	30^	60^	38^	64^	64^	35^	94^	
						B	3.2	14	282	61^	130	88^	57^	759	126	237	197	265	300	455	325	154	39^	49^	34^	75^	67^	50^	92	
						C	3.1	14	275	63^	140	103	51^	779	142	296	256	311	313	429	380	188	20^	28^	20^	52^	52^	57^	47^	
SANTA BARBARA MON-FRI 3.00P 197	60	NBC	23	DD	213	A	4.4	15	392	69^	137	126	205	784	235	432	326	375	363	303	195	70^	42^	167	124	34^	58^	36^	56^	
						B	4.4	15	387	76	150	132	200	759	222	420	316	364	360	292	226	76	52^	166	130	53^	58^	47^	63^	
						C	4.6	16	411	87	171	144	181	813	248	445	327	392	377	303	261	97	31^	115	81	37^	52^	49^	40^	
						A	4.3	15	383	72^	132	123	197	780	230	434	335	384	365	298	189	67^	40^	166	122	33^	60^	38^	56^	
SCRABBLE MON-FRI 12.30P	30	NBC	24			A	4.6	16	408	65^	139	126	208	771	234	421	310	360	352	302	196	72^	43^	165	123	34^	54^	34^	55^	
						B	4.3	15	384	64^	115	92	111	657	138	280	237	269	281	345	297	123	84	137	104	82	69^	56^	95	
161	83	QG	230			C	4.0	15	357	58^	134	100	77	783	145	300	245	301	327	428	342	175	32^	42^	40^	48^	51^	51^	51^	
SUPER PASSWORD MON-FRI 12.00N 160	30	NBC	23	QG	215	A	3.5	13	307	70^	106^	91^	113	676	141	292	240	275	268	349	294	105^	78^	122	97^	73^	81^	61^	94^	
						B	3.4	12	304	59^	125	103	111	687	148	290	233	282	265	348	275	118	74^	107	89	87	89	61^	115	
						C	3.4	13	298	67^	118	87	83^	764	155	300	242	291	295	415	323	168	29^	46^	38^	54^	60^	61^	53^	
WHEEL OF FORTUNE MON-FRI 11.00A 206	30	NBC	23	QG	216	A	5.1	21	455	62^	153	114	91	783	163	293	232	288	314	434	315	154	51^	55^	54^	66^	62^	36^	92	
						B	5.0	20	445	53^	141	107	73	779	149	286	235	294	330	434	312	159	40^	45^	40^	73	70	53^	90	
						C	5.3	22	470	63	157	111	71	815	160	304	247	310	330	449	348	180	20^	27^	23^	43^	55	59	39^	
WIN, LOSE OR DRAW MON-FRI 11.30A 184	30	NBC	22	QG	228	A	4.5	18	399	90	153	127	133	684	177	363	294	328	316	287	258	75^	90	139	111	106	78^	64^	121	
						B	4.6	18	403	76	149	121	131	693	174	346	274	314	322	307	268	93	77	124	95	100	100	79	121	
						C	4.2	17	371	87	164	131	104	778	200	374	297	350	336	351	308	125	34^	51^	42^	59^	77	79	57^	
YOUNG AND THE RESTLESS MON-FRI 12.30P 211	60	CBS	25	DD	221	A	8.0	28	709	100	163	130	128	816	242	411	316	369	350	352	222	105	39^	75	47^	75	80	64	91	
						B	8.2	28	731	97	180	150	139	822	256	424	322	372	344	348	246	108	36	78	52	80	80	67	94	
						C	7.9	29	703	109	190	156	128	866	269	451	342	389	355	368	274	122	20^	37	30^	51	67	72	45	
						A	7.7	28	686	97	165	131	121	804	233	402	311	363	346	350	231	110	41^	70	43^	79	77	62	94	
12.30 - 1.00 1.00 - 1.30						A	8.3	28	732	101	162	128	135	827	250	419	321	375	354	354	213	100	37^	80	50	71	82	65	89	

JUL. 25-31, 1988

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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N										
										15- 24	18- 49	15- 24	18- 49	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 12- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 12- 17	TOT. 18- 24		
WEEKEND DAYTIME CHILDREN CONT'D																													
GUMMI BEARS	SAT	8.00A	30	NBC	4	A	2.2	19	195	1234	19v	309^	240^	73v	182^	128^	75v	53v	84v	44v	615	351	265^	250^	365	212^	154^	162^	204^
		200	98	CA	18	B	2.3	19	199	1267	82^	375	291	67^	251	133^	69^	64^	89^	44^	508	282	225	196	311	166	145^	159	152^
						C	3.0	21	269	1297	80^	313	240	59^	200	144	70^	74^	93^	51^	641	349	292	212	428	235	193	219	209
HELLO KITTY	SAT	8.00A	30	CBS	5	A	1.6	14	142	1308	98v	356^	280^	41v	257^	120^	42v	78v	120^	<<	575	244^	330^	188^	387^	188^	219^	244^	142^
		202	97	CA	46	B	1.6	13	144	1266	60^	354	240	72^	284	84^	33v	52v	73^	11v	543	289	255	235	308	165^	143^	196^	112^
						C	2.0	13	180	1288	56^	301	203	45^	248	80^	45^	35v	51^	28v	660	333	327	229	431	224	207	261	170
I'M TELLING	SAT	12.30P	30	NBC	4	A	2.7	10	239	1587	112^	477	320	73^	207^	260^	92^	169^	172^	88^	642	348	294	234^	409	227^	181^	205^	204^
		147	74	CA	42	B	2.1	8	182	1546	136^	439	304	114^	234	265	109^	156^	143^	122^	608	329	279	247	361	186	175	178	183
						C	2.4	8	216	1497	142	423	311	102^	243	258	98^	160	165	93^	572	282	290	214	358	176	181	174	184
LITTLE WIZARDS	SAT	8.00A	30	ABC	3	A	1.3	11	115	1424	132v	427^	355^	77v	299^	115v	62v	53v	63v	53v	583	339^	244^	310^	273^	164^	109v	120v	153^
		201	98	CA	3	B	1.4	11	121	1287	116^	379	319	64v	241^	141^	77v	64v	90^	52v	526	292^	234^	252^	274^	135^	140^	165^	109^
						C	1.4	11	121	1287	116^	379	319	64v	241^	141^	77v	64v	90^	52v	526	292^	234^	252^	274^	135^	140^	165^	109^
MIGHTY MOUSE	SAT	10.30A	30	CBS	5	A	3.2	13	284	1333	100^	307	245	77^	171^	105^	58v	48v	23v	82^	749	284	465	336	413	141^	272	307	106^
		202	96	CA	43	B	3.8	15	335	1452	93^	318	256	64^	211	107	57^	51^	57^	50^	816	385	431	380	435	204	231	279	156
						C	4.1	14	361	1484	91	334	261	62^	235	128	70^	58^	82	46^	787	414	373	380	407	215	193	251	157
MUPPET BABIES I						A	2.4	16	213	1208	60v	250^	163^	21v	207^	123^	58v	65v	123^	<<	628	266^	362	230^	398	173^	225^	261^	136^
MUPPET BABIES II	SAT	9.00A	30	CBS	5	A	3.0	17	266	1248	35v	228^	134^	13v	161^	110^	70^	39v	100^	9v	750	340	410	272	478	208^	270	318	160^
		207	97	CA	46	B	3.4	18	305	1348	51^	262	203	37^	164	114	65^	49^	86^	28^	808	407	401	323	485	248	237	284	202
						C	4.4	19	390	1416	55^	256	193	38^	173	104	55^	49^	73	31^	884	459	425	343	541	285	256	325	216
MUPPET BABIES III	SAT	9.30A	30	CBS	5	A	3.8	18	337	1308	50^	210	172^	22v	128^	117^	66^	51^	90^	27v	853	381	472	326	527	225	302	338	189^
		206	97	CA	46	B	4.2	19	370	1401	54^	268	212	46^	158	121	66^	54^	85^	36^	855	411	444	362	493	245	248	290	203
						C	4.9	19	436	1453	62	265	207	43^	174	114	61	53^	79	35^	899	468	432	366	534	280	254	321	213
MY PET MONSTER	SAT	9.00A	30	ABC	5	A	2.8	16	248	1405	68^	266	175^	70^	318	100^	76^	24v	33v	67^	721	429	292	263	458	274	184^	204^	254^
		205	97	CA	45	B	2.9	15	257	1345	93^	287	220	72^	219	131	69^	61^	70^	60^	708	379	329	310	398	217	181	230	167
						C	3.4	15	299	1422	72^	271	222	55^	189	155	76^	79^	106	49^	807	418	388	314	493	266	227	256	237
NEW ARCHIES	SAT	11.30A	30	NBC	4	A	3.6	14	319	1527	121^	370	279	93^	178^	289	141^	148^	181^	108^	690	401	289	295	395	203	193^	214	182^
		184	93	CA	44	B	3.5	14	310	1489	159	355	282	108	190	267	117	150	149	118	677	356	320	285	391	195	196	194	198
						C	4.2	15	375	1498	170	370	305	96	204	268	113	155	158	110	656	312	344	285	371	179	192	181	190
PEE WEE'S PLAYHOUSE	SAT	10.00A	30	CBS	5	A	4.5	19	399	1407	74^	238	197	60^	201	113^	45^	68^	78^	35v	855	337	518	351	505	184	320	323	181
		212	99	CL	46	B	4.9	20	436	1426	66^	282	233	52^	191	100	41^	60^	65^	35^	852	388	465	380	472	215	257	285	188
						C	5.8	21	514	1497	83	301	244	49^	212	119	49^	70	79	40^	865	428	437	390	475	229	246	291	185
POPEYE & SON	SAT	11.00A	30	CBS	5	A	3.1	12	275	1446	129^	325	236	105^	171^	167^	90^	77^	56v	111^	783	365	418	266	517	236	281	321	196^
		197	95	CA	43	B	4.0	15	353	1494	108	345	266	66^	189	167	76^	90^	108	58^	793	417	376	321	472	252	220	264	208
						C	3.9	14	345	1526	108	339	259	75	223	190	95	95	122	68^	774	425	349	337	437	242	195	231	207
REAL GHOSTBUSTERS I CONT'D						A	4.2	18	372	1356	128^	244	214	82^	223	175	123^	53^	98^	77^	713	414	299	294	420	266	154^	251	168^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							TEENS		CHILD
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ING WOM. 18+	W O M E N					M E N														TOT. 12-17	MALE 12-17			
											TOTAL	18-49	21+54	TOTAL	18-24	18-34	18-49	21+49	21-54	25-49	25-54	35-64	55+											
WEEKEND DAYTIME SPORTS																																		
ABC SCHLITZ PRO BOXING(S)																																		
SUN	3.30P	90	ABC		A	3.0	8	266	1332	187^	446	219^	444	242			765	80^	198^	448	744	427	516	368	457	451	229^		66^	49^	56^			
	179	93	SE																															
	3.30 - 4.00				A	2.6	7	230	1320	168^	469	228^	464	262^			753	74^	225^	461	731	439	501	388	450	418	229^		52^	34^	46^			
	4.00 - 4.30				A	3.0	8	266	1280	180^	424	205^	423	238^			732	75^	162^	408	707	383	487	333	436	460	221^		72^	57^	52^			
	4.30 - 5.00				A	3.4	9	301	1388	207^	447	225	447	231			804	90^	209^	473	787	456	552	383	479	468	235		70^	54^	67^			
AFC-NFC HALL OF FAME GAME(S)																																		
SAT	2.30P	176	ABC		A	4.8	16	425	1424	146^	415	228	381	176			799	104^	319	514	767	482	548	410	475	354	220		102^	95^	108^			
	213	98	SE																															
LOS ANGELES VS CINCINNATI																																		
	2.30 - 3.00				A	4.1	14	363	1424	156^	437	265	399	195			747	90^	339	488	738	479	535	398	454	270	203		103^	93^	138^			
	3.00 - 3.30				A	4.7	17	416	1445	140^	431	245	392	165			821	113^	342	508	787	475	540	395	460	342	247		102^	99^	91^			
	3.30 - 4.00				A	4.6	15	408	1418	150^	433	232	398	189			797	115^	320	512	762	477	526	396	446	371	235		106^	101^	82^			
	4.00 - 4.30				A	4.9	16	434	1389	135^	398	198	368	150			805	98^	314	522	769	487	557	424	495	382	212		110^	108^	75^			
	4.30 - 5.00				A	5.3	17	470	1427	136	386	207	351	163			833	106^	324	542	792	501	577	436	512	378	215		96^	92^	112^			
	5.00 - 5.30				A	5.2	16	461	1459	166	420	232	387	203			786	100^	281	507	757	478	551	407	480	373	206		95^	77^	159			
BUICK OPEN-SAT(S)																																		
SAT	2.30P	120	CBS		A	2.4	8	213	1321	140^	578	171^	550	151^			654	5^	100^	226^	652	224^	243^	221^	240^	286^	409		37^	26^	52^			
	204	97	SE																															
	2.30 - 3.00				A	2.0	7	177	1396	147^	645	227^	604	158^			637	14^	108^	243^	634	239^	262^	228^	251^	247^	372		58^	35^	56^			
	3.00 - 3.30				A	2.4	8	213	1369	166^	589	193^	540	162^			648	<<	92^	211^	647	210^	225^	210^	225^	250^	421		44^	29^	89^			
	3.30 - 4.00				A	2.7	9	239	1291	141^	571	163^	548	153^			656	<<	99^	224^	655	222^	239^	222^	239^	309	415		31^	25^	33^			
	4.00 - 4.30				A	2.5	8	222	1246	107^	520	116^	518	132^			672	5^	103^	230^	668	226^	249^	225^	248^	327	419		20^	15^	35^			
BUICK OPEN-SUN(S)																																		
SUN	4.33P	87	CBS		A	4.6	13	408	1545	135^	590	162	588	185			819	34^	165	333	801	316	370	299	353	391	431		50^	35^	87^			
	209	99	SE																															
	4.30 - 5.00				A	4.5	13	399	1558	159^	576	188	569	203			830	45^	185	352	800	322	370	307	355	386	430		61^	46^	90^			
	5.00 - 5.30				A	4.9	14	434	1504	127^	562	149	562	172			805	33^	148	324	789	308	363	291	346	400	426		45^	33^	92^			
	5.30 - 6.00				A	4.5	12	399	1542	119^	618	150^	618	177			803	24^	162	317	796	310	368	294	351	377	428		44^	27^	76^			
CBS SPORTS SATURDAY																																		
SAT	4.30P	90	CBS	4	A	3.1	10	275	1385	146^	469	217^	440	187^			733	20^	189^	341	720	327	409	321	402	371	311		81^	54^	102^			
	209	99	SA	10	B	3.3	10	295	1352	139	446	232	423	203			720	60^	189	382	697	359	428	322	391	391	269		64^	42^	122			
					C	3.7	11	326	1423	168	516	276	487	244			673	79^	219	390	646	363	413	311	361	330	233		86^	48^	148			
BUD BOXING/AMERICAN CUP GYM																																		
	4.30 - 5.00				A	2.7	9	239	1363	148^	515	220^	473	206^			683	17^	142^	277	673	267	334	260^	327	327	339		59^	31^	106^			
	5.00 - 5.30				A	3.1	10	275	1440	139^	450	229^	417	181^			765	16^	211^	374	751	360	447	359	445	381	304		101^	67^	124^			
	5.30 - 6.00				A	3.5	11	310	1352	151^	450	205	436	177^			743	26^	206	360	728	345	434	334	423	397	294		80^	60^	79^			
INTERNATIONAL RACE-CHAMP.(S)																																		
	CONT'D				A	3.0	8	266	1551	191^	446	232^	436	255			840	89^	280	546	804	510	598	457	545	472	205^		105^	87^	161^			

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S		CHD
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS		W O M E N				M E N										TOT.	MALE		
									ING	WOM.	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-						
									#STMS	CVG%	TYPE	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+
WEEKEND DAYTIME SPORTS CONT'D																												
INTERNATIONAL RACE-CHAMP-CONT'D																												
SUN	5.00P	60	ABC																									
	192	94	SE																									
	5.00 - 5.30				A	2.7	8	239	1525	212^	435	241^	428	256^	833	114^	303	560	787	514	602	446	534	462	185^	101^	77^	156^
	5.30 - 6.00				A	3.4	9	301	1526	168^	441	218	429	246	820	66^	254	518	793	491	578	452	539	466	216	105^	93^	160^
NBC MAJOR LEAGUE PRE GAME																												
SAT	3.00P	17	NBC	5	B	3.7	13	328	1459	128^	491	234	478	200	641	63^	233	411	633	402	405	348	350	257	227	85^	43^	242
	203	99	SC	17	C	4.1	15	362	1360	121	428	188	410	162	613	77^	239	348	582	317	346	272	301	202	235	120	74^	200
						3.8	14	340	1353	138	430	216	409	190	599	83	234	351	567	319	356	268	306	214	211	137	95	187
NBC MAJOR LEAGUE BASEBALL																												
SAT	3.17P	202	NBC	5	B	5.0	16	443	1384	88^	474	137^	467	148	710	38^	199	352	697	338	369	314	345	271	328	67^	49^	133^
	203	99	SE	17	C	5.4	18	478	1360	114	428	153	416	158	732	59^	215	364	711	343	385	305	347	283	326	85	60^	115
NY YANKEES VS TORONTO																												
HOUSTON VS LOS ANGELES																												
	3.00 - 3.30				A	3.5	12	310	1414	77^	532	193^	531	177^	642	51^	212	357	642	357	366	306	314	216	276	59^	22^	182^
	3.30 - 4.00				A	4.4	15	390	1414	58^	472	144^	471	146^	713	31^	221	367	713	367	381	336	349	246	332	61^	44^	168
	4.00 - 4.30				A	5.0	16	443	1399	50^	457	120^	445	115^	720	32^	202	342	717	339	356	311	327	249	361	72^	48^	150
4.30 - 5.00																												
	5.00 - 5.30				A	5.4	17	478	1352	70^	443	112^	434	120^	717	39^	197	350	706	339	366	311	338	271	340	60^	45^	132^
	5.30 - 6.00				A	5.4	17	478	1371	104^	466	129^	456	156	688	42^	186	353	667	332	363	312	343	283	304	70^	55^	146
	6.00 - 6.30				A	5.4	17	478	1410	113^	504	141	496	167	727	42^	200	360	700	333	376	318	360	289	325	67^	54^	112^
	6.30 - 7.00				A	5.1	15	452	1365	119^	485	156	477	173	724	36^	193	348	706	330	380	312	362	301	325	67^	51^	89^
					A	4.7	13	416	1380	125^	497	151^	490	160	696	31^	186	323	682	309	362	293	345	281	321	89^	74^	97^
NFL PRE SEASON FTBL-NBC(S)																												
SUN	1.00P	204	NBC		A	7.5	22	665	1453	194	448	251	430	243	757	96	271	464	717	424	488	369	433	352	229	110	87^	138
	201	98	SE																									
SAN FRANCISCO VS MIAMI																												
	1.00 - 1.30				A	6.0	20	532	1404	178	412	222	396	219	767	103^	284	488	730	451	511	385	445	357	218	104^	72^	120
	1.30 - 2.00				A	7.6	24	673	1463	205	430	256	408	245	782	110	306	492	744	453	511	382	439	351	233	113	89^	138
	2.00 - 2.30				A	7.9	24	700	1462	183	419	241	408	241	780	99	285	483	735	438	494	384	440	350	241	109	78^	154
	2.30 - 3.00				A	7.3	21	647	1444	196	458	257	449	263	731	94^	252	456	689	415	469	363	417	352	220	110	85^	144
	3.00 - 3.30				A	7.8	22	691	1428	202	462	267	440	253	728	88^	247	444	687	403	472	355	424	357	216	118	98	120
	3.30 - 4.00				A	7.8	22	691	1454	195	466	247	449	235	739	86^	248	428	699	388	461	342	415	348	238	108	89^	141
	4.00 - 4.30				A	8.4	23	744	1487	190	479	256	452	239	762	88	276	456	729	422	500	368	445	345	229	104	91	141
SPORTSWORLD																												
SUN	4.24P	96	NBC	4	A	6.1	17	540	1417	208	453	265	434	242	721	97^	299	482	685	447	521	385	459	339	164	131	111^	112^
	196	98	SA	18	B	4.2	13	371	1445	224	531	313	500	283	688	85	280	443	660	415	486	357	428	330	175	106	72^	121
	4.00 - 4.30				C	3.5	10	311	1434	200	499	278	474	255	695	82	259	444	668	417	481	362	426	337	187	115	70^	125
	4.30 - 5.00				A	6.0	17	532	1424	225	474	261	441	239	728	98^	296	448	700	421	490	351	420	319	210	103^	92^	120
	CONT'D				A	6.5	18	576	1419	211	433	251	409	230	724	105^	316	474	690	440	511	370	441	319	179	140	116	122

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

56 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			JUL. 25-31, 1988		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N											T E E N S			CHD TOT.								
									18-		18-	25	18-	18-	18-	21	21-	25-	25-	35-	TOT.	MALE	TOT.												
#STNS	CVG%	TYPE							49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-										
WEEKEND DAYTIME SPORTS CONT'D																																			
SPORTSWORLD-CONT'D																																			
5.00 - 5.30																																			
5.30 - 6.00																																			
A 5.7 16 505 1422 212 446 262 429 240 737 103^ 301 503 698 463 541 400 478 366 157 128 114^ 110^																																			
A 6.0 16 532 1438 202 485 290 473 262 714 84^ 286 487 679 453 530 403 480 346 150 133 109^ 106^																																			
A 3.7 11 328 1640 215 539 281 536 283 898 58^ 331 553 870 524 598 495 569 435 271 85^ 47^ 117^																																			
A 2.7 9 239 1574 227^ 589 341 572 330 766 32^ 285 501 750 485 556 469 540 388 194^ 103^ 52^ 116^																																			
A 3.4 11 301 1594 228 519 264 507 248 866 44^ 328 576 836 547 608 532 593 425 228 95^ 55^ 115^																																			
A 3.7 11 328 1635 228 539 295 538 297 899 61^ 357 586 872 559 641 525 607 425 230 82^ 43^ 115^																																			
A 4.0 12 354 1600 206 522 275 522 280 859 49^ 309 520 834 494 573 471 549 434 261 102^ 59^ 117^																																			
A 4.1 12 363 1633 205 527 273 527 282 909 65^ 334 557 875 524 594 492 563 442 281 94^ 56^ 102^																																			
A 3.8 11 337 1633 201 525 267 525 274 933 70^ 351 559 901 528 605 489 567 433 296 58^ 28^ 118^																																			
A 4.4 12 390 1647 202 522 252 522 264 934 69^ 318 525 903 494 568 456 531 451 335 65^ 36^ 126^																																			
A 4.8 13 425 1695 184 568 257 568 277 931 61^ 304 514 896 479 530 453 503 412 366 65^ 38^ 132^																																			
TALLADEGA 500-DIEHARD(S)																																			
SUN 1.00P 213 CBS																																			
191 96 SE																																			
1.00 - 1.30																																			
1.30 - 2.00																																			
2.00 - 2.30																																			
2.30 - 3.00																																			
3.00 - 3.30																																			
3.30 - 4.00																																			
4.00 - 4.30																																			
4.30 - 5.00																																			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- ING		W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
									PERS WOM. (2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64		35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.6	48.5	48.4	49.6	50.0	51.9	52.7	54.8	57.0	58.8	59.6	59.8	59.1	59.4	59.1	57.6

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div> <div>ABC MONDAY NIGHT BASEBALL</div> <div>NEW YORK METS VS. PHILADELPHIA</div> <div>LOS ANGELES VS. SAN FRANCISCO</div> <div>(MOLIT SEGMENT)(PAE)</div> </div>																
7,440																
8.4	7.7	*			8.6	*			8.4	*		8.3	*		8.8	*
15	16	*			17	*			15	*		14	*		15	*
7.8	7.7	8.5			8.6	8.5			8.2	8.1		8.5	8.9		8.8	8.7
																8.4

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div> <div>BLUE SKIES</div> <div>MISS TEEN USA</div> <div>(PAE)</div> </div>																
8,680																
9.8	9.4	*			10.3	*	15.1		12.5	*		14.4	*		16.3	*
19	18	*			19	*	26		22	*		24	*		28	*
9.0	9.7	10.2			10.4	11.7	13.3		14.1	14.7		16.1	16.6		17.1	17.7

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div> <div>ALF (R)</div> <div>HOGAN FAMILY (R)</div> <div>NBC MONDAY NIGHT MOVIES</div> <div>THE DELIBERATE STRANGER, PT.2 (R)</div> </div>																
12,230					12,140				16,660							
13.8					13.7				18.8	17.0	*		18.1	*	19.7	*
27					25				32	29	*		30	*	33	*
13.1	14.5				13.0	14.5	16.5		17.6	17.9		18.3	19.4		19.9	20.6
																20.2

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.1	13.0	12.6	14.3	14.8	15.3	12.3	10.7
SHARE AUDIENCE %	27	27	25	27	26	26	21	18

SUPERSTATIONS

AVERAGE AUDIENCE	3.0	3.3	3.4	4.0	4.0	4.0	2.7	2.2
SHARE AUDIENCE %	6	7	7	7	7	7	5	4

PBS

AVERAGE AUDIENCE	1.2	1.8	2.1	2.2	2.0	1.8	1.2	1.1
SHARE AUDIENCE %	2	4	4	4	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	4.8	5.4	5.6	6.6	6.9	6.8	6.1	5.5
SHARE AUDIENCE %	10	11	11	12	12	11	10	9

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.8	2.4	2.6	3.3	2.7	2.4	2.3
SHARE AUDIENCE %	3	4	5	5	6	5	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.8	47.6	47.7	49.0	49.9	51.6	52.9	54.7	54.6	55.3	55.7	56.2	56.2	55.6	54.5	52.8

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	FULL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,050	11,870	7,710	8,150
13.6	13.4	8.7 *	9.1 *
27	25	16 *	17 *
12.8	14.4	13.3	13.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS SUMMER PLAYHOUSE SILENT WHISPER	CBS TUESDAY MOVIE LASSITER (R)(PAE)
5,760	8,510
6.5	9.6 *
12	13 *
6.4	6.4

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)
10,100	11,960
11.4	10.9 *
22	21 *
10.7	11.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.0	12.5	11.6	12.1	14.1	15.0	13.9	12.2
28	26	23	22	26	27	25	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	3.2	3.0	3.2	4.1	4.4	4.0	3.5
7	7	6	6	7	8	7	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.9	2.2	2.7	2.2	2.4	2.3	2.4
3	4	4	5	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0	5.3	5.5	6.1	6.6	6.5	6.4	6.3
11	11	11	11	12	12	11	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.3	2.8	3.3	4.5	4.3	4.5	3.4
5	5	6	6	8	8	8	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.4	47.3	47.4	48.6	49.0	50.3	51.1	52.2	51.8	52.6	53.4	54.1	52.5	52.4	51.0	49.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	SPENSER; FOR HIRE (R)
11,080	10,010	7,710	6,110	8,950
12.5	11.3	8.7	6.9	10.1
25	22	17	13	20
12.2	12.8	11.3	11.3	8.6
8.7	6.8	7.0	9.3	10.2
10.3	10.6			

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

JAKE AND THE FATMAN (R)(PAE)	EQUALIZER (R)	WISEGUY (R)
9,040	8,590	9,300
10.2	9.7	10.5
20	19	21
9.5	9.9	10.7
10.6	9.2	9.4
10.0	10.2	10.2
10.3	10.8	10.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WEDNESDAY NIGHT SURPRISE (R)	FUNNY PEOPLE (R)	ST. ELSEWHERE (R)
7,530	9,390	6,110
8.5	8.3	6.9
17	17	13
8.4	8.3	8.5
8.8	10.9	9.9
11.1	10.5	7.1
6.8	6.7	7.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.9	12.3	12.3	13.0	14.3	15.5	15.6	13.0
28	26	25	25	27	29	30	26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.9	3.0	3.4	3.9	4.3	3.8	3.1
6	6	6	7	7	8	7	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.8	1.8	2.2	1.9	2.3	2.4	2.0
3	4	4	4	4	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0	5.4	5.6	6.2	6.8	7.5	7.2	6.8
11	11	11	12	13	14	14	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.2	2.7	3.3	3.9	3.7	4.0	3.8
3	5	5	6	7	7	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

A 8 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JUL. 28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	45.9	46.9	47.0	48.5	48.1	49.7	50.1	51.2	52.0	53.3	53.8	55.0	52.7	52.4	51.5	50.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ABC THURSDAY NIGHT MOVIE										HOTHOUSE				
KING OF THE GYPSIES														
(R)(PAE)														
5,670									5,140					
6.4	6.3	*		6.1	*	6.7	*		6.6	* 5.8	5.5	*	6.1	*
12	13	*		12	*	13	*		12	* 11	10	*	12	*
6.6	6.1		6.2	6.0		6.9		6.6	6.6	5.5	5.5		5.8	6.4

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 48 HOURS →				← SIMON & SIMON →				← CAGNEY & LACEY →					
TIME & PUNISHMENT				(R)(PAE)				(R)					
7,530				7,090				6,650					
8.5	8.0	*		8.9	* 8.0	7.7	*	8.3	* 7.5	7.3	*	7.7	*
17	16	*		18	* 15	15	*	15	* 15	14	*	15	*
7.9	8.2	8.8		9.0	7.6	7.9	8.1	8.5	7.3	7.4	7.6	7.8	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		L.A. LAW (R)					
15,590		15,590		15,060		15,240		13,560					
17.6		17.6		17.0		17.2		15.3	15.2 *			15.5 *	
36		35		32		31		30	29 *			31 *	
16.1	19.1	17.4	17.8	16.6	17.4	17.0	17.5	15.2	15.2	15.4	15.6		

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.8	12.0	10.4	10.9	13.2	13.7	14.7	13.0
SHARE AUDIENCE %	28	25	21	22	25	25	28	26

SUPERSTATIONS

AVERAGE AUDIENCE	2.9	2.6	2.2	2.4	3.6	3.7	3.6	3.3
SHARE AUDIENCE %	6	5	4	5	7	7	7	6

PBS

AVERAGE AUDIENCE	1.1	1.8	2.3	2.5	2.6	2.7	2.3	2.1
SHARE AUDIENCE %	2	4	5	5	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	4.7	5.2	5.0	5.8	6.3	6.7	7.4	6.4
SHARE AUDIENCE %	10	11	10	11	12	12	14	13

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.4	2.6	2.7	3.0	3.4	4.0	3.7
SHARE AUDIENCE %	5	5	5	5	6	6	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.0	43.4	43.2	43.6	43.3	44.2	44.7	45.5	46.4	47.5	48.5	49.1	49.3	49.0	48.6	48.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	MARRIED DORA (R)(PAE)	20/20
7,270	8,680	8,950	8,510	10,630
8.2	9.8	10.1	9.6	12.0
19	22	22	20	25
8.0	8.5	9.3	10.2	12.2
				12.1
				12.1
				12.0
				11.8
				24
				11.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

20 ANNIV OF CLOWN COLLEGE (R)	CBS FRIDAY MOVIE MILES 10.60 (R)(PAE)
4,430	5,940
5.0	6.7
11	14
5.1	6.2
5.1	6.7
	6.8
	14
	6.8
	14
	6.7
	7.1
	7.3
	15
	7.4

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEST OF TV BLOOPERS-JOKES (R)	BLACKIE'S MAGIC (R)	MIAMI VICE (R)
6,820	6,110	8,770
7.7	6.9	9.9
17	14	20
7.2	6.4	8.5
7.8	6.9	9.5
8.0		10.4
7.8		10.7
6.7		22
		11.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.7	13.5	13.6	13.8	15.1	15.0	13.7	10.7
SHARE AUDIENCE %	29	31	31	31	32	31	28	22

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.8	4.3	4.5	5.5	5.2	4.7	2.4
SHARE AUDIENCE %	7	9	10	10	12	11	10	5

PBS

AVERAGE AUDIENCE	1.2	1.8	2.0	1.8	1.5	1.5	1.5	1.4
SHARE AUDIENCE %	3	4	5	4	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	5.1	5.3	5.4	5.4	5.8	6.3	5.4	5.7
SHARE AUDIENCE %	12	12	12	12	12	13	11	12

PAY SERVICES

AVERAGE AUDIENCE	2.2	2.8	3.4	3.4	3.8	3.9	3.7	4.1
SHARE AUDIENCE %	5	6	8	8	8	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	36.3	37.5	37.7	38.6	41.3	42.3	43.1	44.2	45.9	47.6	47.5	47.8	46.6	46.6	46.0	46.2	44.6	42.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) →				← OHARA (R)(PAE) →				← HOTEL (R) →			
4,430				5,320				4,160			
5.0	4.7 *			5.2	* 6.0	5.7 *		6.4	* 4.7	4.5 *	4.9 *
12	11 *			12	* 13	12 *		13	* 10	10 *	11 *
4.9	4.6	5.1		5.3	5.4	5.9	6.4	6.5	4.5	4.5	5.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← KATE & ALLIE FRANK'S PLACE (R) →				← TOUR OF DUTY (R)(PAE) →				← WEST 57TH →			
5,140		3,990		4,870				5,760			
5.8		4.5		5.5	5.1 *			5.9	* 6.5	6.5 *	6.5 *
14		10		12	11 *			12	* 14	14 *	14 *
5.8	5.9	4.6	4.5	4.8	5.4	5.9	5.9	6.4	6.6	6.5	6.4

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← FACTS OF LIFE (R) →				227 (R)	← GOLDEN GIRLS (R) →				AMEN (R)	← HUNTER (R) →			
7,350				10,810		15,150			12,850		13,820		
8.3				12.2		17.1			14.5		15.6	15.3 *	15.9 *
20				28		37			30		34	33 *	34 *
7.8	8.8	11.3	13.0		16.4	17.8	14.4	14.6	15.2	15.4	15.9	15.8	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.3	12.0	12.6	11.9	10.6	11.0	10.5	9.3	8.5
SHARE AUDIENCE %	31	31	30	27	23	23	23	20	20

SUPERSTATIONS

AVERAGE AUDIENCE	3.2	3.6	3.8	3.7	3.6	3.3	2.9	2.3	2.1
SHARE AUDIENCE %	9	9	9	8	8	7	6	5	5

III

AVERAGE AUDIENCE	2.0	2.2	2.4	2.7	2.2	2.7	2.1	2.1	1.5
SHARE AUDIENCE %	5	6	6	6	5	6	5	5	3

CABLE ORIG.

AVERAGE AUDIENCE	5.9	6.0	6.4	5.9	5.5	6.1	6.3	6.0	5.0
SHARE AUDIENCE %	16	16	15	14	12	13	14	13	12

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.4	2.5	2.7	3.1	3.0	3.5	3.4	3.9
SHARE AUDIENCE %	7	6	6	6	7	6	8	7	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	37.8	35.9	32.9	30.8	28.5	26.3	22.4	20.1	17.6	16.1	14.3	13.0	12.2	11.2				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,510
(Hhds (000) & %)		1.7
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.7

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← M. JACKSON AROUND-WORLD
(11:30-12:54)(PAE) →

AVERAGE AUDIENCE	{	7,710				
(Hhds (000) & %)		8.7	9.7 *		8.5 *	
SHARE AUDIENCE	%	27	27 *		27 *	
AVG. AUD. BY 1/4 HR	%	10.1	9.3	8.7	8.2	8.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.6	7.7	7.3	6.0	4.4	3.5	2.9
SHARE AUDIENCE %	23	24	27	28	26	26	25

SUPERSTATIONS

AVERAGE AUDIENCE	2.3	2.4	2.1	1.7	0.9	0.8	0.7 ^
SHARE AUDIENCE %	6	8	8	8	5	6	6 ^

PBS

AVERAGE AUDIENCE	1.2	0.7 ^	0.5 ^	0.4 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	3	2 ^	2 ^	2 ^	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	4.5	3.6	3.3	2.9	2.3	2.2	2.1
SHARE AUDIENCE %	12	11	12	14	14	16	18

PAY SERVICES

AVERAGE AUDIENCE	4.3	4.2	3.1	2.8	2.6	2.3	2.1
SHARE AUDIENCE %	12	13	11	13	15	17	18

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.0	45.3	46.4	47.0	48.4	50.5	52.0	53.6	53.2	54.5	55.3	55.6	55.0	55.3	54.9	53.9	46.6	40.9

ABC TV

	← DISNEY SUNDAY MOVIE SUNDAY DRIVE, PT.1 (R) →				← MACGYVER (R) →				← ABC SUNDAY NIGHT MOVIE OBSESSED WITH A MARRIED WOMAN (R)(PAE) →									
AVERAGE AUDIENCE (Hhds (000) & %)	5,490				6,910				9,480									
SHARE AUDIENCE	6.2	5.8 *			6.5 *	7.8			8.7 *	10.7	10.1 *		10.1 *		10.9 *		11.9 *	
AVG. AUD. BY 1/4 HR	14	13 *			14 *	15			16 *	20	19 *		18 *		20 *		22 *	
	5.8	5.9	6.4	6.6	6.6	7.3	8.5	9.0	10.0	10.3	10.0	10.1	10.8	10.9	11.8	12.1		

CBS TV

	← 60 MINUTES →				← MURDER, SHE WROTE (R) →				← CBS SUNDAY MOVIE VITAL SIGNS (R)(PAE) →									
AVERAGE AUDIENCE (Hhds (000) & %)	12,490				12,760				11,080									
SHARE AUDIENCE	14.1	13.6 *			14.6 *	14.4			15.2 *	12.5	11.9 *		12.1 *		12.8 *		13.1 *	
AVG. AUD. BY 1/4 HR	31	30 *			31 *	28			29 *	23	22 *		22 *		23 *		24 *	
	13.1	14.1	14.7	14.5	13.4	13.8	15.0	15.4	11.9	12.0	12.0	12.1	12.7	12.8	13.0	13.3		

NBC TV

	← FAMILY TIES (R) →		← MY TWO DADS (R) →		← NBC SUNDAY NIGHT MOVIE THE KILLING FIELDS →													
AVERAGE AUDIENCE (Hhds (000) & %)	5,670		6,020		9,210													
SHARE AUDIENCE	6.4		6.8		10.4	9.5 *		9.5 *		10.6 *		10.4 *		11.3 *		11.3 *		
AVG. AUD. BY 1/4 HR	14		14		19	19 *		18 *		20 *		19 *		20 *		21 *		
	6.1	6.6	6.5	7.1	9.4	9.5	9.5	9.5	10.7	10.5	10.5	10.3	11.1	11.4	11.4	11.3		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.9	12.3	13.2	12.9	13.3	13.1	12.0	10.4	7.5
SHARE AUDIENCE %	27	26	27	24	25	24	22	19	17

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.1	2.8	2.7	3.1	3.3	3.3	3.3	2.8
SHARE AUDIENCE %	7	7	6	5	6	6	6	6	6

PBS

AVERAGE AUDIENCE	1.3	1.6	2.3	2.8	2.4	2.7	1.8	1.6	1.4
SHARE AUDIENCE %	3	3	5	5	4	5	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	5.2	4.9	4.3	5.0	5.7	6.7	5.8	5.4	3.8
SHARE AUDIENCE %	12	10	9	9	11	12	11	10	9

PAY SERVICES

AVERAGE AUDIENCE	3.1	3.3	3.8	3.1	4.5	5.6	5.8	5.3	3.6
SHARE AUDIENCE %	7	7	8	6	8	10	11	10	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.3	30.3	26.0	23.3	20.4	18.9	16.3	14.7	12.6	11.2	10.1	9.0	8.1	7.5				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,680
(Hhds (000) & %)	{	1.9
SHARE AUDIENCE	%	10
AVG. AUD. BY 1/4 HR	%	1.9

CBS TVCBS
SUNDAY
NEWS

AVERAGE AUDIENCE	{	2,840
(Hhds (000) & %)	{	3.2
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	3.2

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,680
(Hhds (000) & %)	{	1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.4	4.6	4.0	2.7	2.3	1.8	1.4
SHARE AUDIENCE %	20	19	20	17	19	19	18

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	1.3	1.2	0.7 ^	0.6 ^	0.7 ^	0.5 ^
SHARE AUDIENCE %	6	5	6	5 ^	5 ^	7 ^	6 ^

PBS

AVERAGE AUDIENCE	1.4	0.9	0.7 ^	0.4 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	4	4 ^	3 ^	2 ^	1 v	1 v

CABLE ORIG.

AVERAGE AUDIENCE	3.5	2.5	2.1	1.6	1.6	1.4	1.3
SHARE AUDIENCE %	11	10	11	10	13	15	17

PAY SERVICES

AVERAGE AUDIENCE	3.1	3.4	3.4	3.1	2.3	2.2	2.0
SHARE AUDIENCE %	10	14	17	20	19	23	26

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN, ABC, (11:30-11:45)

(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.7	8.7	9.9	11.4	13.4	15.0	15.9	16.7	17.9	19.1	19.9	20.4	21.4	22.4	22.8	23.2	21.7	22.4

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) {PARTICIPATING (PAE)}	GOOD MORNING AMERICA-830 (CO-OP) {PARTICIPATING (PAE)}
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,100		1,510	2,800	2,760
SHARE AUDIENCE	%	1.2		1.7	3.2	3.1
AVG. AUD. BY 1/4 HR	%	14		15	19	15
	%	1.2		1.7	3.2	3.1

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	FAMILY FEUD
AVERAGE AUDIENCE (Hhds (000) & %)	{	760		1,650		1,770	2,570
SHARE AUDIENCE	%	0.9		1.9		2.0	2.9
AVG. AUD. BY 1/4 HR	%	9		12		10	13
	%	0.8	0.9	1.9	1.8	1.9	2.7
						2.1	3.1

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW 7.30AM (CO-OP) {PARTICIPATING (PAE)}	TODAY SHOW-8.30AM (CO-OP) {PARTICIPATING (PAE)}	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,560		3,460	2,690
SHARE AUDIENCE	%	1.8		3.9	3.0
AVG. AUD. BY 1/4 HR	%	20		24	13
	%	1.5	2.0	3.8	4.0
					4.0
					2.9
					3.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.5	2.2	3.6	4.8	5.9	6.7	5.8	5.8
SHARE AUDIENCE %	19	21	25	29	32	33	27	26

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	0.9	1.3	1.7	1.9	2.2	2.1	2.2	2.0
SHARE AUDIENCE %	9	8	9	10	10	11	9	9	9

PBS

AVERAGE AUDIENCE	<<	0.1	0.3	0.6	0.9	1.3	1.4	1.5	1.3
SHARE AUDIENCE %	<<	1	2	3	5	6	6	6	6

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.5	1.7	1.8	2.1	2.5	2.7	2.8	2.9
SHARE AUDIENCE %	15	14	12	11	11	12	12	12	13

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.8	0.7	0.9	0.9	1.2	1.2	1.1
SHARE AUDIENCE %	9	7	5	4	5	4	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-815A,ABC,(6:15-8:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page 8.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.7	23.4	23.4	24.3	24.7	25.4	26.5	27.5	28.3	29.3	30.6	31.1	30.5	30.7	29.5	29.6	29.5	29.1

ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,370		2,230		1,910		3,100		5,810			6,220		
SHARE AUDIENCE %	%	3.8		2.5		2.2		3.5		6.6	6.2 *	6.9	* 7.0	6.9 *	7.1
AVG. AUD. BY 1/4 HR	%	16		10		8		12		21	20 *	23	* 24	23 *	24
		3.6	3.9	2.5	2.4	2.1	2.2	3.4	3.6	5.9	6.4	6.8	7.0	6.9	7.1

CBS TV

CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)		←YOUNG AND THE RESTLESS→BOLD AND THE BEAUTIFUL			←AS THE WORLD TURNS→						
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,780		4,450		5,940		7,090		5,090		6,020					
SHARE AUDIENCE %	%	3.1		5.0		6.7		8.0	7.7 *	8.3 *	5.7	6.8	6.7 *				
AVG. AUD. BY 1/4 HR	%	14		21		27		28	28 *	28 *	19	23	22 *				
		3.0	3.2	4.7	5.4	6.4	7.0	7.5	8.0	8.2	8.3	5.7	5.8	6.6	6.7	6.9	6.9

NBC TV

NBC TV		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	←DAYS OF OUR LIVES→			←ANOTHER WORLD (PAE)→									
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,540	4,550	3,990	3,070	4,080	7,140			4,450									
SHARE AUDIENCE %	%	4.0	5.1	4.5	3.5	4.6	8.1	7.9 *		8.3 *	5.0	5.2 *	4.9 *						
AVG. AUD. BY 1/4 HR	%	17	21	18	13	16	26	25 *		27 *	17	17 *	16 *						
		3.8	4.1	5.1	5.2	4.3	4.7	3.3	3.5	4.5	4.7	7.7	8.1	8.4	8.1	5.3	5.0	4.9	4.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.7	5.0	5.4	5.9	6.5	5.8	6.3	6.4	6.7
SHARE AUDIENCE %	25	21	22	22	22	19	21	22	22

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	1.8	1.9	2.0	2.2	1.7	1.7	1.7	1.7
SHARE AUDIENCE %	9	7	8	7	8	6	5	6	6

PBS

AVERAGE AUDIENCE	1.1	0.9	0.8	0.9	0.9	0.9	0.8	0.7	0.7
SHARE AUDIENCE %	5	4	3	3	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.8	2.8	2.9	3.4	3.3	3.7	3.5	3.7	3.6
SHARE AUDIENCE %	12	12	12	12	12	12	11	12	12

PAY SERVICES

AVERAGE AUDIENCE	1.3	1.4	1.2	1.3	1.4	1.4	1.3	1.3	1.3
SHARE AUDIENCE %	6	6	5	5	5	5	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.0	29.4	29.7	30.4	30.5	31.7	32.6	33.9	34.7	36.6	38.0	39.6	44.5	45.6	46.1	46.4

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,330														
SHARE AUDIENCE	%	7.1	7.1	*		7.2	*									
AVG. AUD. BY 1/4 HR	%	24	24	*		24	*									
	%	7.1	7.1	7.1	7.2											

7,730	
8.7	
19	
8.4	9.0

CBS TV← GUIDING LIGHT
(PAF) →CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE (Hhlds (000) & %)	{	5,420														
SHARE AUDIENCE	%	6.1	6.2	*		6.0	*									
AVG. AUD. BY 1/4 HR	%	21	21	*		20	*									
	%	6.3	6.1	6.1	6.0											

7,850	
8.9	
20	
8.8	8.9

NBC TV

← SANTA BARBARA →

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,920														
SHARE AUDIENCE	%	4.4	4.3	*		4.6	*									
AVG. AUD. BY 1/4 HR	%	15	15	*		15	*									
	%	4.3	4.3	4.5	4.7											

7,730	
8.7	
19	
8.7	8.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.3	7.6	7.8	8.4	9.4	10.4	12.6	13.4
SHARE AUDIENCE %	25	25	25	25	26	27	28	29

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	2.1	2.2	2.5	2.5	2.5	2.9	3.1
SHARE AUDIENCE %	7	7	7	7	7	7	6	7

FBS

AVERAGE AUDIENCE	0.7	0.9	0.8	0.9	0.8	0.8	1.0	1.0
SHARE AUDIENCE %	2	3	3	3	2	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.7	3.9	4.2	4.2	4.2	4.7	4.7	5.0
SHARE AUDIENCE %	13	13	13	13	12	12	10	11

PAY SERVICES

AVERAGE AUDIENCE	1.3	1.3	1.1	1.2	1.3	1.2	1.7	1.8
SHARE AUDIENCE %	4	4	4	4	4	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.3	7.0	8.3	9.4	10.7	12.4	14.4	15.6	17.0	18.6	20.3	21.6	23.0	24.0	24.5	25.0	25.5	26.6

ABC TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY/THEFTY SHOW
1,150	1,860	2,480	3,010	3,720	4,080	4,250
1.3	2.1	2.8	3.4	4.2	4.6	4.8
11	14	16	16	18	19	19
1.1	1.5	1.9	2.3	2.6	3.0	3.2

CBS TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,420	2,130	2,660	3,370	3,990	2,840	2,750
1.6	2.4	3.0	3.8	4.5	3.2	3.1
14	16	17	18	19	13	12
1.4	1.8	2.2	2.6	2.9	3.0	3.5

NBC TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
1,950	2,570	3,280	3,990	3,990	4,340	3,900
2.2	2.9	3.7	4.5	4.5	4.9	4.4
19	19	21	21	19	20	17
1.9	2.4	2.7	3.1	3.5	3.9	4.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	2.7	3.3	3.6	4.3	4.7	5.6	6.3
28	27	23	22	20	20	20	23	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.0	1.1	1.4	1.3	1.2	1.0	1.3	1.8
10	11	10	9	7	6	4	5	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.1	0.5	0.8	0.8	0.9	0.8	1.1	1.3
1	1	4	5	4	4	3	4	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.6	2.2	2.2	2.6	3.1	3.8	4.2	4.1
21	18	19	15	15	15	16	17	16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9	1.0	1.1	1.4	1.8	1.9	2.0	1.8	1.8
13	11	10	9	10	9	9	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.2	25.6	26.0	26.6	27.0	27.4	26.7	26.8	27.3	28.3	28.6	28.4	28.1	28.4	28.0	28.4	29.2	30.1

ABC TV

		BUGS BUNNY/THEFTY SHOW II	ANIMAL CRACK- UPS	HEALTH SHOW	(1)		AFC-NFC HALL OF FAME GAME LOS ANGELES VS CINCINNATI (2:30-5:26)												
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,610 5.2	3,370 3.8	1,510 1.7	1,510 1.7		4,250 4.8												
SHARE AUDIENCE	%	20	14	6	6		16												
AVG. AUD. BY 1/4 HR	%	5.2	5.2	3.8	3.9	1.7	3.9												

CBS TV

		DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL			BUICK OPEN-SAT (2:30-4:30)												
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,840 3.2	2,570 2.9	2,920 3.3			2,130 2.4												
SHARE AUDIENCE	%	13	11	12			8												
AVG. AUD. BY 1/4 HR	%	3.0	3.3	3.2	3.3		1.9												

NBC TV

		NEW ARCHIES	FOOFUR (PAE)	I'M TELLING									(2)	(3)					
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,190 3.6	2,570 2.9	2,390 2.7									3,280 3.7	4,430 5.0					
SHARE AUDIENCE	%	14	11	10									13	16					
AVG. AUD. BY 1/4 HR	%	3.8	3.4	2.9	3.0	2.6	2.7						3.8	3.5	4.2	4.7			

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.9	6.7	7.7	8.3	9.1	9.7	9.7	9.1	9.9
SHARE AUDIENCE %	27	25	28	31	33	34	34	32	33

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	1.6	1.9	2.0	2.2	2.4	2.3	2.0	2.4
SHARE AUDIENCE %	8	6	7	7	8	8	8	7	8

PBS

AVERAGE AUDIENCE	1.0	1.1	1.4	1.8	1.9	1.9	1.8	1.7	1.4
SHARE AUDIENCE %	4	4	5	7	7	7	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	3.7	4.5	4.8	4.9	5.5	5.7	5.7	6.0	6.0
SHARE AUDIENCE %	15	17	18	18	20	20	20	21	20

PAY SERVICES

AVERAGE AUDIENCE	2.0	2.2	2.1	2.6	2.7	2.5	2.2	2.0	2.3
SHARE AUDIENCE %	8	8	8	10	10	9	8	7	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, READ BETWEEN THE LINES, PT. I, ABC, (1:00-1:30), (R)

(2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (MULTI SEGMENT)

(3) NBC MAJOR LEAGUE BASEBALL, NY YANKEES VS TORONTO, HOUSTON VS LOS ANGELES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.2	30.6	31.2	31.9	32.0	32.3	32.0	32.6	34.3	35.3	35.1	35.9

ABC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

AFC-NFC HALL OF FAME GAME
LOS ANGELES VS CINCINNATI
(2:30-5:26)

ABC WRLD NEWS
TONIGHT-SAT

	4.9 *		5.3 *		5.2 *						4,610	
	16 *		17 *		16 *						5.2	
	4.6	5.1	5.3	5.3	5.4	4.9					14	5.3
											5.2	

CBS TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BUICK OPEN
SAT
(2:30-4:30)

CBS SPORTS SATURDAY
BUDWEISER BOXING
AMERICAN CUP GYMNASTICS

CBS SAT. NEWS-
SCHIEFFER

	2.5 *	2,750	3.1	2.7 *		3.1 *		3.5 *			4,960	
	8 *	10	9 *			10 *		11 *			5.6	
	2.8	2.2	2.4	3.1	3.0	3.3	3.3	3.7			15	5.7
											5.5	

NBC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC MAJOR LEAGUE BASEBALL
NEW YORK YANKEES VS TORONTO
HOUSTON VS LOS ANGELES
(MULTI SEGMENT)(PAE)

(1)

	5.0 *		5.4 *		5.4 *		5.4 *		5.1 *	3,190		
	16 *		17 *		17 *		17 *		15 *	3.6		
	4.9	5.0	5.4	5.4	5.4	5.5	5.4	5.4	4.8	10	3.4	3.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.0		9.9		10.0		10.7		10.2		11.0		
33		31		31		33		29		31		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.4		2.2		2.4		2.6		2.8		
8		8		7		7		7		8		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.5		1.6		2.0		1.8		1.8		
5		5		5		6		5		5		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		6.1		6.7		6.8		6.8		6.5		
18		19		21		21		20		18		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.5		2.4		2.2		2.5		2.3		
8		8		7		7		7		6		

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBC NIGHTLY NEWS-SAT., (PAE), NBC, (6:39-7:00)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.0	7.0	8.0	9.8	11.5	12.9	14.6	16.6	18.4	20.5	21.6	22.1	23.5	23.6	24.6	25.2	25.8

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,100																		
3.5	2.8	*							3.9	*				4.0	*	2.4		
17	15	*							18	*				17	*	10		
2.5	3.0								3.9		3.9			4.0		2.5	2.2	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,770																		
2.0	1.7	*				2.3	*		2.1	*	2,040							
13	15	*				16	*		11	*	2.3							
1.8	1.8		2.2			2.3		2.1	2.0		2.2		2.5					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.2		3.2		4.4		5.4		6.6		7.0		8.0		8.9
29		29		30		32		31		31		31		33		35

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4	^	0.8		1.1		1.5		1.8		2.1		2.3		2.6		2.8
7	^	11		10		11		10		10		10		11		11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.3	^	0.7	^	1.0		1.3		1.3		1.2		1.2		1.2
2	v	4	^	7	^	7		7		6		5		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		2.0		2.5		3.0		3.3		3.6		4.5		5.1		5.4
25		27		24		22		19		17		20		21		21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	^	0.9		1.4		1.9		2.4		3.0		2.8		2.9		3.0
13	^	12		13		14		14		14		12		12		12

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.7	28.2	28.7	28.8	29.6	29.2	30.9	32.0	32.6	32.8	33.7	34.3	34.6	34.6	34.7	35.0	35.4

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,010				1,150												
SHARE AUDIENCE %	%	12	11 *		3.6	* 1.3												
AVG. AUD. BY 1/4 HR	%	3.1	3.3	3.6	3.6	1.2	1.3											

ABC SCHLITZ
PRO BOXING
(3:30-5:00)

2,660																		
3.0																	2.6 *	
8																	7 *	
2.4																	2.8	

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

TALLADEGA 500-DIEHARD
(1:00-4:33)(PAE)

3,280																		
3.7		2.7 *				3.4 *			3.7 *		4.0 *				4.1 *		3.8 *	
11		9 *				11 *			11 *		12 *				12 *		11 *	
2.4		3.0	3.3			3.5		3.7	3.7	3.9	4.1	4.1			4.0	3.9	3.8	

NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

NFL PRE SEASON FTBL-NBC
SAN FRANCISCO VS MIAMI
(1:00-4:24)(PAE)

6,650																		
7.5		6.0 *				7.6 *			7.9 *		7.3 *				7.8 *		7.8 *	
22		20 *				24 *			24 *		21 *				22 *		22 *	
5.4		6.7	7.6			7.6	7.8	8.0	7.6	6.9	7.7	7.8	8.0	7.6	7.8	8.0	7.6	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.7		10.8		10.2		9.5		10.4		11.2		11.9		12.0		13.0	
SHARE AUDIENCE %	36		38		35		32		32		34		34		35		37	

SUPERSTATIONS

AVERAGE AUDIENCE	3.1		3.6		2.8		2.7		3.1		3.7		4.1		3.5		3.5	
SHARE AUDIENCE %	11		13		10		9		10		11		12		10		10	

PBS

AVERAGE AUDIENCE	1.4		1.2		1.4		1.1		1.2		1.3		1.4		1.2		1.3	
SHARE AUDIENCE %	5		4		5		4		4		4		4		3		4	

CABLE ORIG.

AVERAGE AUDIENCE	5.4		5.3		6.0		6.1		5.8		5.2		5.6		5.6		5.5	
SHARE AUDIENCE %	20		19		21		20		18		16		16		16		16	

PAY SERVICES

AVERAGE AUDIENCE	3.0		2.7		2.6		2.4		1.9		1.9		2.3		2.2		2.2	
SHARE AUDIENCE %	11		9		9		8		6		6		7		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	35.8	36.1	35.3	35.4	35.6	35.8	36.5	37.3	38.2	39.1	39.7	40.6

ABC TVABC SCHLITZ PRO BOXING
(3:30-5:00)INTERNATIONAL RACE
CHAMP.ABC WRLD NEWS
TONIGHT-SUN

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{		3.0 *		3.4 *	2,660	3.0	2.7 *		3.4 *		4,780	
%		8 *		9 *	8	8 *	9 *		9 *		5.4	
%	2.9	3.2	3.6	3.3	2.6	2.9	3.2	3.5			13	
%											5.3	5.6

CBS TVTALLADEGA 500
DJ EHARD
(1:00-4:33)(PAE)BUICK OPEN-SUN
(4:33-6:00)(PAE)CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{		4.4 *	4,080	4.5 *		4.9 *		4.5 *	5,050			
%		12 *	13	13 *		14 *		12 *	14			
%	4.0	4.7	4.3	4.6	4.8	5.1	5.1	4.0	5.4	6.1		

NBC TV

(1)

SPORTSWORLD
(4:24-6:00)(PAE)NBC NIGHTLY
NEWS-SUN

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{		5,400		6.5 *		5.7 *		6.0 *		5,230		
%		6.1		18 *		16 *		16 *		5.9		
%	8.4	6.0	6.3	6.7	6.2	5.2	5.8	6.2		5.9	5.9	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.0	11.7	12.5	12.9	12.3	12.7
33	33	35	35	32	32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.3	3.1	3.0	2.4	2.7
7	6	9	8	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.6	1.3	1.5	1.3	1.4
4	5	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.1	6.4	6.6	6.3	5.7
17	17	18	18	16	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	3.1	3.5	3.3	3.2	3.1
7	9	10	9	8	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) NFL PRE SEASON FTBL-NBC, SAN FRANCISCO VS MIAMI, (PAE), NBC, (1:00-4:24), (S)

For explanation of symbols, See page B.